

THE ROTARIAN

Chesley R. Perry, Managing Editor

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JUNE, 1915

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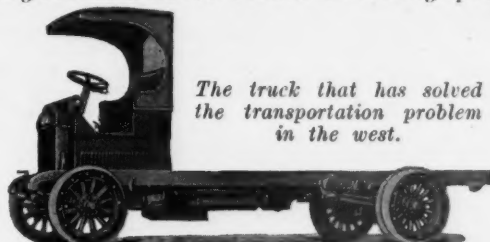
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GET TO SAN FRANCISCO SUNDAY

WHILE the Sixth Annual Rotary Convention in San Francisco will not open officially until Monday morning, July 19th promptly at nine o'clock, the convention in reality will begin the preceding day.

In addition to Rotary sermons in San Francisco churches Sunday morning preached by Rotarians upon the text "He Profits Most Who Serves Best," and the luncheon and meeting of the International officers at one o'clock, there will be an informal reception Sunday evening beginning at nine o'clock at the St. Francis Hotel. This reception is provided so that everybody may get acquainted with everybody else before the formal opening of the convention the next morning.

Arrange to reach San Francisco not later than Sunday afternoon so that you can get settled, register, extend your Rotary acquaintance and be ready to be in your seat in the convention hall at nine o'clock Monday morning.



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Rotary Club of San Diego

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San Diego, California

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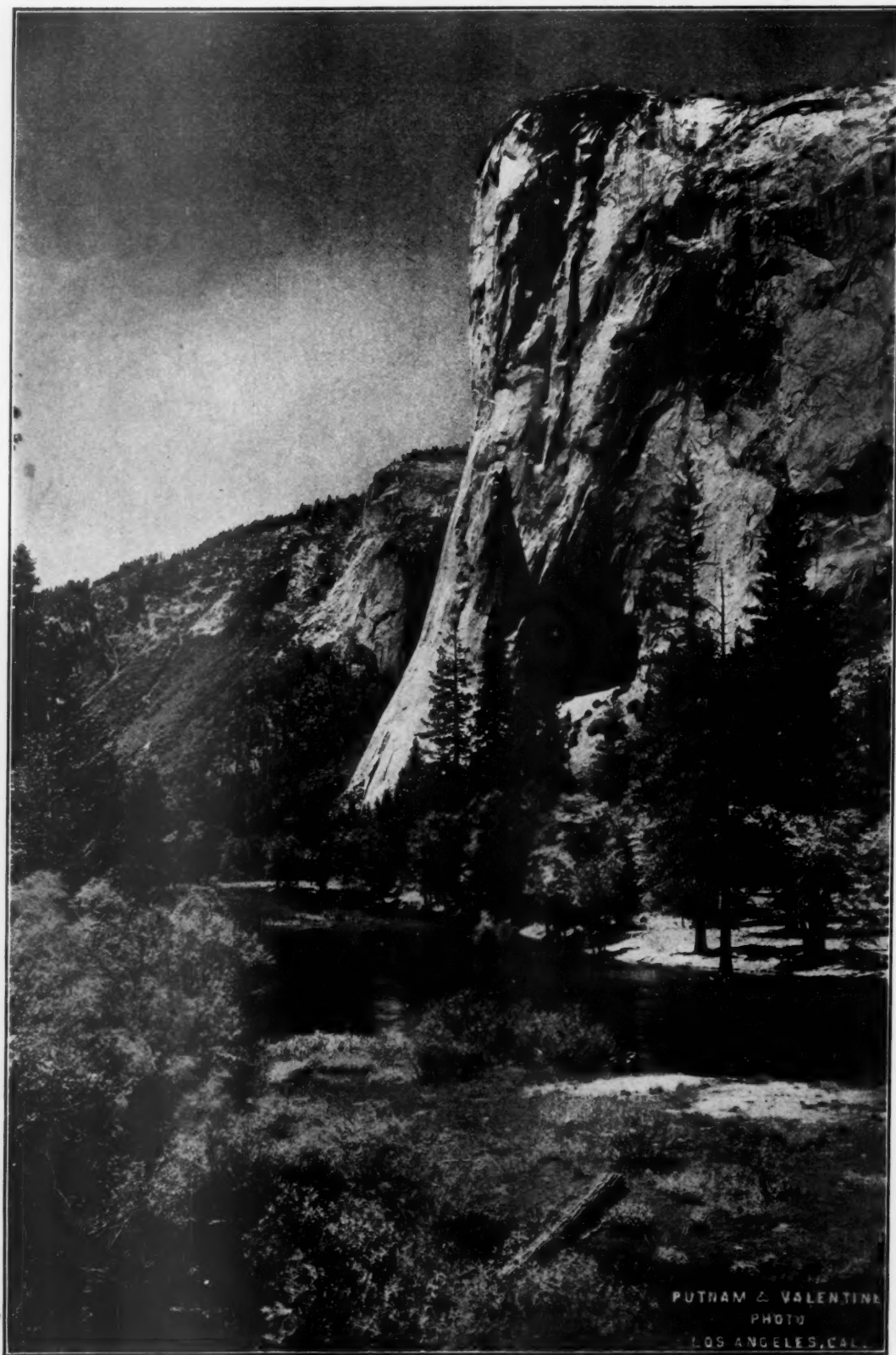
A Terrestrial Paradise

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a terrestrial Paradise.

California is a Paradise in
that any kind of climate may be
found within its boundaries at
any time of the year—but not all
in one place.

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side resorts; there are snowy sec-
tions in the north and "eternal
sunshine" in the south; there are
fairy lands of beauty for the art-
ist, and dreamy spots for the
poet; there are places of rest for
the invalid, and there are sections
where fish and game abound "fo'
de fishrod an' de nimrod."

—Fannie Harley.



El Capitan, Yosemite

THE ROTARIAN

Official Organ of the International Association of Rotary Clubs

VOL. VI, No. 6—

EDITORIAL

—June, 1915

This Is the All-California Number

THIS is the Pre-Convention Number of THE ROTARIAN and it is fitting and right that it should also be the All-California Number.

The California Section upholds the reputation of California Rotarians as being real live ones. While the first Rotary Club had its establishment in Chicago, it was in the Golden State that the *second* and the *third* and the *fifth* Rotary Clubs came into being. The transplanted idea found fertile soil in the hearts of the hustling, hospitable, sons of that Golden State. The seven Rotary Clubs of the State join hands to make this California Number an unusual issue of this magazine. It is only just that special credit should be given to the enterprise of the Rotary Club of Los Angeles and particularly to its live wire Secretary, H. C. Warden, who was the General-in-Chief in arranging for the California Number and whose office was the clearing house through which the material reached Headquarters.

The Convention—an Idea Mart—The Civilizing Process

THE one distinctive thing which separates men from all other forms of life is their ability to exchange ideas. This is a self-expanding faculty which grows through continued operation. It is at once the instrument and the process of civilization, of persistently maintained development. It is the essentially necessary complement of the ability to think and reason.

The spoken word is the best medium for the exchange of ideas. The speaker is better able to impress upon the hearer the thoughts for which his words stand; than is the writer upon the reader. Through the spoken word-method of the interchange of ideas there is achieved that "personal touch" which makes human intercourse warmly alive and prevents it from being coldly intellectual.

The very complexities of our civilization have forced a specialization in the exchange of ideas.

The realization of this fact has brought to birth the periodic gatherings which are called conventions.

Rotary is specializing in the science and the art of the exchange of ideas. Rotary has realized that in order to erect a good and enduring

superstructure the foundation must be solid, deeply laid, and built of worthy material. This foundation material is Service. It is deeply laid in honest Friendship and sincere Affection, and built with the spirit of Unselfishness.

The building of the superstructure is the work of time. An efficient aid in the construction operations is the annual convention of Rotary Clubs. Just as no man liveth to himself, so no Rotary Club is sufficient unto itself. Each Local Club needs the affectionate and intelligent co-operation of every other Club, and in turn needs to give the same co-operation to all others.

The International Association is the connecting link between all Rotary Clubs. The annual Convention is the cement that holds together these Clubs in a strong, composite structure, without destroying the individuality of any Club.

At the San Francisco Rotary Convention there will be hundreds of delegates or representatives from the nearly 200 Rotary Clubs now affiliated in the International Association. They will renew old acquaintances and form new ones. They will work and they will play. They will find a program prepared after much study to meet the present needs of Rotary, full to overflowing, and giving ample time for every delegate to benefit himself and others by discussing the various topics. It is printed in full elsewhere in this issue. They will gain new proof of the practical availability of the application of the Golden Rule to modern business. They will be strengthened in their firm belief that "Attendance begets Acquaintance, Acquaintance begets Friendship, Friendship begets Confidence, Confidence begets Business." They will gain new inspiration for genuine Service.

And when it is all over they will carry back home with them, to their local Rotary Clubs, the message of that convention, the inspiration that has stirred them, the enlarged understanding, the broader concept of the Business of Life and the Life of Business, the clearer realization that better and bigger business grows out of better and bigger thoughts.

San Francisco and Oakland will be Rotary's hosts. California is a great state and these are great cities of that state. All Rotarians can confidently anticipate a royal welcome and a royally good time. The Panama-Pacific International Exposition at San Francisco will provide a liberal education for delegates and visitors to the Rotary Convention. So will the other Exposition at San Diego.

The Sixth Annual Convention of Rotary Clubs gives promise of being the biggest and the best and the most far-reaching in importance.

A Letter to New Rotarians

Printed with the Hope that Old Rotarians May Derive Some Good from It.

(Some time ago the International Secretary and Director Gettinger of the Executive Committee got into a discussion and the result was an inspiration in the form of a letter welcoming new members of Rotary Clubs into the Rotary circle to be sent from International Headquarters as soon as a new member of an affiliating Club is reported by the Club Secretary. International Vice-President W. D. Biggers (Central Division, U. S. A.) suggested that a copy of this letter be printed in THE ROTARIAN "because it contains just such information as every

Rotarian should have, both new and old." Here is a sample letter. Part of the letter referred specifically to the April, 1915, issue of THE ROTARIAN, but with some slight changes it applies equally well to other issues.)

A. G. Saalfield, Rotarian,
The Saalfield Publishing Co.,
Akron, Ohio.

A Few Words of Welcome

My Dear Mr. Saalfield:

This letter may surprise you but it is an indication that today we had the pleasure of learning that you recently accepted membership in the Rotary Club of Akron.

Perhaps you have not realized it but by becoming a Rotarian you placed yourself in fellowship with 18,000 of the leading business and professional men in 163 cities of the United States, Canada, Great Britain and Ireland. This fellowship when properly used, must prove a valuable asset to you. As you find the cheeriness of goodfellowship and the spirit of service in your own Rotary Club, so will you find it wherever there are Rotarians.

We are mailing you a copy of the April issue of THE ROTARIAN which is the official organ of and published by this Association. As it is a condition of membership in each Rotary club that the applicant for membership also agrees to become a subscriber to the official publication, you will henceforth receive this magazine each month. The subscription price is collected by your club as part of your annual dues.

On page 79 of the copy which we are sending you you will find a department headed "What The Clubs Are Doing." Here you will find interesting Rotary news items from various cities of various countries. Read them over and you will get an idea as to how the Rotary club is working all around the big circles. Perhaps you will come across the names of business or personal friends located in distant cities. Perhaps you will learn that there is a Rotary Club in the city which was formerly your home and it will interest you to see what kind of a club they have.

On page 89 you will find an Official Directory giving you the officers and chairman of the committees of the Association and the president and secretary of each affiliating Rotary Club. Here again you may find the names of men whom you know but have not thought of for a long time. It is really surprising how many old friendships have been renewed through International Rotary.

In this same Official Directory you will find that the place and hour of each Rotary Club's meeting is given. This information is given you in order that when traveling you may arrange your appointments so that you can attend the meeting of a Rotary Club in any city where you may be.

The visiting Rotarian is always welcome. In order to make him feel perfectly at home, he is permitted to pay for his own meal, just as he would do if he were at home. Do not fail to break bread with the Rotarians of any city where you may be visiting.

On page 8 of this magazine which we are sending you we believe you will find an article which will be particularly interesting to you as a "young" Rotarian. We hope you will acquire the habit of reading THE ROTARIAN each month and that you will find it good enough for your

family to read. If you can give us any helpful criticisms or suggestions, we would appreciate having them.

Herewith we are enclosing several pamphlets which represent articles originally printed in *THE ROTARIAN* but which at the request of many Rotarians have been reprinted for general distribution. Perhaps you will be interested enough to put these pamphlets in your pocket and read one of them each day for the next several days. We believe that they will help you to understand what Rotary is and why it is.

I intended to make this a short letter—merely a word or two of welcome but there are many things connected with Rotary which I feel that you will like to know about. However, I will mention only a couple more.

First, that we are going to have a convention of Rotarians at San Francisco the week of July 18th this year. At Houston last year there were upwards of 2,000 Rotarians present in a great big fellowship gathering. This year you will have the opportunity to be present at an even greater convention and also seeing the interesting expositions at San Francisco and San Diego. By attending one convention you can get a better grasp of Rotary than perhaps in any other way.

The other thing I want to mention and just mention now, is that you have automatically become a member also of the

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section of Rotary. This means that all Rotarians of this trade or profession constitute a section. There is a new chairman and secretary each year and at the Rotary convention a meeting is held of those of the section who may be present. The chairman of your section this year is Mr. W. M. Harper, 1120 Franklin Ave., Houston, Texas.

Probably you know him. If not, it would be very much in order for you to drop him a brief note stating that you have recently become a member of the Rotary Club of Akron and would like to have your name put down on the roll.

We want you to take your Rotary membership seriously and be with us heart and soul, first in your local club work and, second, in the International and Inter-city work of which you will learn more as you read your magazine from month to month.

Here at Headquarters in Chicago we shall be most pleased to render any service we can for you at any time whether it be in connection with the Rotary Club or on some purely personal matter. Likewise, you will find that the club secretaries and your fellow Rotarians generally throughout International Rotary will be pleased to serve you at any time in any way that is reasonable.

Again extending you a hearty welcome on behalf of your International Officers and 18,000 fellow Rotarians, we are,

Yours Rotarily,

INTERNATIONAL ASSOCIATION OF ROTARY CLUBS,

CHESLEY R. PERRY, Secretary.

June Topic for Thought and Discussion

*As Outlined by the International Committee on
Philosophy and Education, Glenn C. Mead, Chairman.*

Rotary is the philosophy of business and the inspiration of the business man.

Charm of California

By John Steven McGroarty

(The author of this article, Mr. John S. McGroarty, is an honorary member of the Rotary Club of Los Angeles, the author of the Mission Play which is to California what the Passion Play is to Oberammergau, one of the most loyal Californians and a man most active in work towards the restoration of the Franciscan Missions of the State. Mr. McGroarty is author of numerous writings, both historical and descriptive.—Editor's Note.)

THE charm of California is no fitful charm. She has never had a faithless lover. Whoever has fallen under the spell of her beauty seeks no other mistress. Son and daughter that she has borne worship her very name. The expatriate clings to her with a deep and undying affection that ends only with the shadow of death. At the touch of her hands the ills that terrorize childhood in the fickle outlands come not to estop the frolics of health; manhood rises to vast achievements and great deeds of progress; old age lengthens to unwonted years, blessed with serene content.

There is no other land so lovely, so constant, so generous. It lies between the desert and the sea—God's two sanatoriums for weary flesh and weary mind. The Sierra's eternal snows, the desert's clean hot breath, the ocean's cool winds and the warmth of the sinuous current of Japan winding through it, all combine to make a climate hopelessly unrivaled by even the most favored shores of the Mediterranean. It is a land of artist's dreams, endless with flower-flamed uplands, swinging lomas and majestic mountains. It changes with every color of the day and is soft and sweet unspeakably under low-hanging stars and great shining moons.

If you were to spend a year of happy wanderings between San Diego's harbor of the sun and the Valley of the Seven Moons, and then another summer still till you reach the trails that lie under Shasta across the hills of Del Norte, Modoc and Siskiyou, then would you know with what tenderness God has fashioned California. Always from the Wanderer Trail would your eyes behold the glory of the sea, the soft purple of dreamy isles, sun and shine to light your feet by day and the wonder of the stars to cover you at night.

So shall you wander, with sunny heart, upon the golden trails of the Land of Heart's Desire. A thousand miles the trail shall lead you, and thrice a thousand wonders shall you see—white peaks of glory and sunset shores of dream, yucca and poppy on the upland slopes, gardens deep with roses in each valley's heart, brown roadsides hushed with ruined fanes; and, here and there, a moldered cross upon a haunted hill.

'Twixt the seas and the deserts,
'Twixt the wastes and the waves,
Between the sands of buried lands
And ocean's coral caves,
It lies not East nor West,
But like a scroll unfurled,
Where the hand of God hath hung it,
Down the middle of the world.

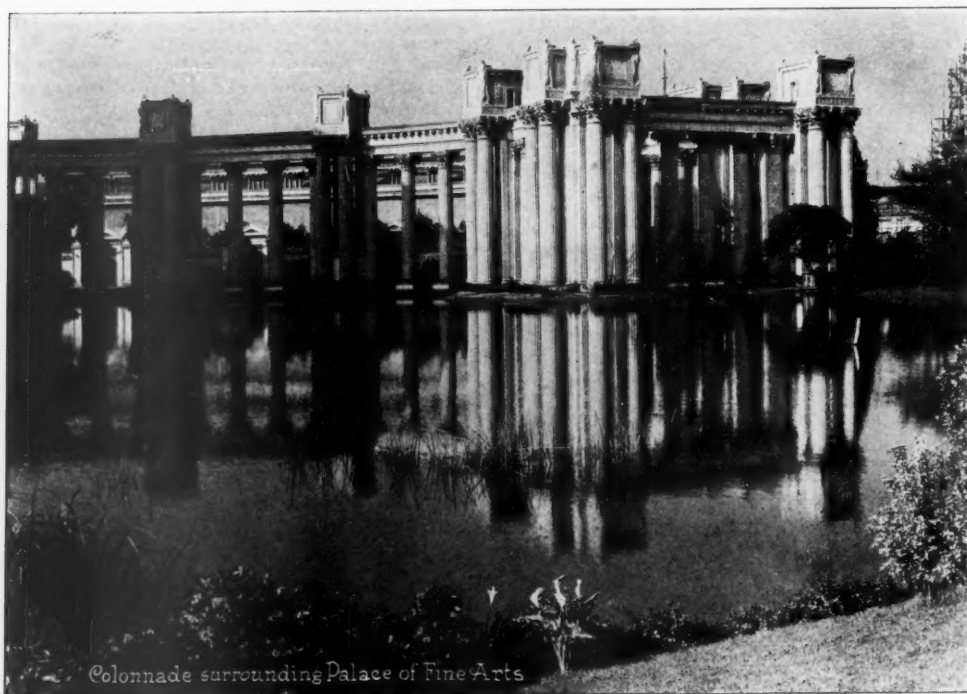
It lies where God hath spread it,
In the gladness of His eyes,
Like a flame of jeweled tapestry
Beneath His shining skies;
With the green of woven meadows,
And the hills in golden chains,
The light of leaping rivers,
And the flash of poppied plains.

Sun and dews that kiss it,
Balmy winds that blow,
The stars in clustered diadems
Upon its peaks of snow;
The mighty mountains o'er it,
Below, the white seas swirled—
Just California stretching down
The middle of the world.

A Great University--The Exposition

By Herman Whitaker

Author of "The Planter," "The Settler," "Cross Trails," etc.



"SOME crowd," exclaimed a man at my elbow.

It was. Once, at a labor meeting in Trafalgar Square, London, I saw a small boy swept off his father's shoulder and go rolling like a tumbleweed in a wind for a hundred yards across the packed heads before he fell through. Also, in 1910, I had watched from the balcony of the National Palace in Mexico City the rurales of President Diaz savagely flailing with carbine butts the crowd that choked the Zocolo in a vain effort to open a passage for the procession of the "Centennario." Yet both of these notable crowds could have been lost in the vast assemblage that packed the Avenue of Palms in front of the Tower of Jewels on opening day at San Francisco.

For five hours the batteries of turnstiles had clicked with the persistence of telegraph keys in a busy railroad office, registering the broad streams that poured through a dozen gates till the count passed the quarter million mark. All that time certain of the early birds had waited for the electric spark, which,

sped by President Wilson's finger, should throw wide the doors of the Exposition, and when it came—as though sucked in by a powerful current the massed humanity flowed into the palaces through a hundred entrances; in a few minutes flooded the forty-seven miles of aisles throughout their length.

Within the palaces some eighty thousand exhibits were all ready for inspection. From such a mass, all selected products of the last ten years, all interesting, it is extremely difficult to pick and choose. Eventually, from one pen or another, each will receive its just due. For my part, I shall merely follow the crowd and try to make an imperfect record of its preferences. Down the great central aisle of Machinery Hall, through groves of engines, boilers, turbines, tractions, well borers and rock crushing plants, past a tin can factory in full blast—which had its admirers—and a great Hoe press that was turning out a Sunday "supplement" at one hundred thousand to the hour, the main stream made for Uncle Sam's Army and Navy exhibit.



California Building.

Covering a wide range of activities and functions, from the Coast Light Service to the Inland Alaskan patrols, this exhibit is of almost universal interest. In the section devoted to the former one stares at certain huge vermilion mushrooms for some time before recognizing them for the apparently small red buoys that mark our coasts and harbors. Then the Whistling and Light buoys, the giant "Nun" buoys, a complex apparatus which regulates a fog signal's brazen bellow, and a huge reflector lantern twelve feet high and six in diameter, its polished glass and crystal lifting it into the realm of jewels. And there are other lanterns—some cunning contrivances for isolated stations that light themselves at night, go out by day, and keep it up for months without any care. Add to these certain models of famous lighthouses and large framed photos which explain every detail of the service, and it will be seen how easily one may comprehend the tender care Uncle Sam evidences for his coastwise mariners.

In these war times the Army exhibits naturally command a great deal of attention. The rail alongside the loading machines, which turn out 24,000 complete cartridges in eight hours, is always crowded. In a rack,

close by, sections of shell are shown, cut down the center so that the content is exposed to view—the timing machinery which explodes the bursting charge that drives out the close packed shrapnel in a hail of death. In size the shells range from three inch for quick firing garrison artillery to the sixteen inch that go with the big guns we are mounting at Panama. Set up on end, the latter stand five feet high, are as big around as a wash-tub, weigh a quarter of a ton and require 665 pounds of powder for their discharge.

Even more interesting is the glass tank where a model war vessel floats in the midst of a nest of mines. With their corrugated iron bodies, bristle of contacts, long snake tails reaching down to the anchor, and certain indentations painted red that simulate big eyes, they look like some queer forms of sea life, new order of devil fish or giant crustacea. Their first cousin, the Whitehead torpedo on an adjoining rack, might pass, in turn, for an armored porpoise. The sailor who explains its deadly functions also shows how it is discharged from a model submarine and dispenses general information concerning fifty and odd other models that cover every type of vessel in the American Navy.

Further information may be gained in a

free moving picture theatre—one of seventy on the grounds—wherein drills of all arms and naval evolutions are thrown upon the screen. Indeed one might spend a whole day with this particular exhibit without beginning to exhaust its possibilities.



SPRING.
Court of the Four Seasons.

The excellence which characterizes this exhibit is also maintained in all of the government displays in other buildings. It may be stated as a fact that in all of the eighty thousand exhibits few surpass in volume and none in general interest those of Uncle Sam. In the mining building all roads lead to the mint, where Exposition souvenir medals are put through all the processes of regular coinage from the rolling of the hot metal into ingots to the final weighing and counting by delicate machines.

In the governmental forestry exhibit a large model shows how the forests are utilized for the best advantage of the people at large. Looking down upon it as though from a captive balloon, you see the trails, roads, meadows and pleasure parks, fish farms in the exact proportions that exist in the national reserves, the number of people who live in them, cattle and sheep (19,000,000 of them in the pastures), the paper and lumber industries carried on therein, all set down on an accompanying chart to be taken in at a glance.

Of equal interest is the display of the Pub-

lic Health Service, with its realistic models that show you and me and neighbor Jones, in our fields or houses, the manner in which we give and take diseases to and from each other. Models of sanitary and insanitary schools teach their own particular lessons; and charts show how the seepage from a sewer slid down a slanting strata of water bearing gravel and gave typhoid to a whole community that used water from a cased well nearly a quarter of a mile away.

Close kin to this exhibit is the display of the American Red Cross Society. Here again the model is used to convey facts and figures and drive in needed lessons with a force beyond that of printed words. A dozen models show the rack and ruin of famous floods and famines in all parts of the world, India, China, Europe, Africa, where the Red Cross has extended assistance. The model of a relief camp in Golden Gate Park aroused teeming recollections of the earthquake and fire. But what a wonderful sequel! Within four years from the time it was swept off the face of the earth, San Francisco had made her bold bid for the Exposition on the floor of Congress and now, five years later,



SUMMER.
Court of the Four Seasons.

it houses this with eighty thousand other exhibits in buildings that excel in beauty and grandeur all that have gone before.

Second only in variety and extent to the U. S. Government displays are the exhibits of Japan. In each of the main palaces they

cover from two to three acres with tasteful booths in which are characteristic goods of the Orient. A glance proves how real is the invasion of the Orient upon the world's markets.

In the Philippine building, which is fin-



AUTUMN.
Court of the Four Seasons.

ished inside with polished columns of the *palmo bravo* and woven matting of the islands, is housed a rare collection of orchids. A second collection, now in full flower, is to be found in the Horticultural Palace.

If you prefer industrial processes follow the distant thunder of machinery into the Palace of Manufactures, where you may watch any one of a hundred industries running just as they do in the home shops. Here a circular loom is turning out fire hose complete, ready to be screwed on to the hydrant. You may watch the highest grade of stationery in the course of manufacture, from the mixing of the pulp to the stamping of the finished product with a golden monogram, and carry away a sample package made under your own eyes.

Thundering machinery rules also in the Palace of Transportation, where an enormous locomotive clanks and rattles its half hundred wheels and snorts its contempt of an old-fashioned, leather springed Wells Fargo mail coach on a stand near-by. Inside luxurious coaches different railroads operate free mov-

ing pictures that depict the beauty spots and advantages of travel upon their respective lines.

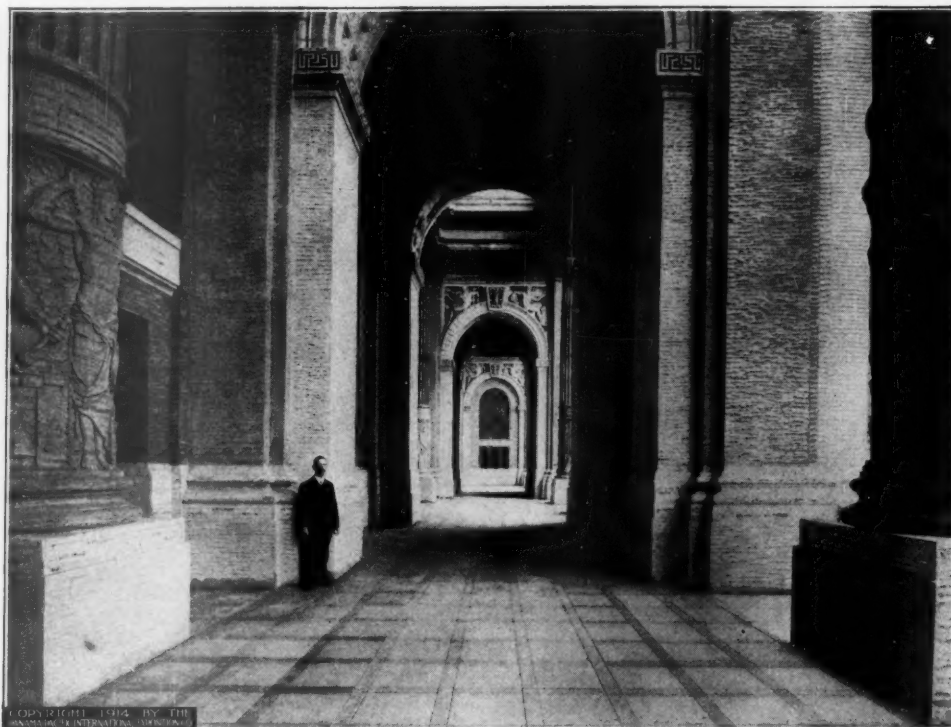
But perhaps the automobile section is even more interesting. There is nothing more democratic than the automobile these days. The "jitney bus" is a great leveller. So always a large crowd is to be seen studying the wonderful colored relief maps of the system of State highways that will soon furnish a fine surfaced road from the Gulf of California to Puget Sound. The mountains, oceans, forests and canyons, are moulded on these wonderful maps with a realism that—I had almost said stirs the gasoline in one's tanks—stirs in one an intense desire to escape to the mountains where there are no speed limits. Then the sight of a crowd at the far end of the section draws one away to witness the assembling of an automobile by half a dozen gangs, each working on a single operation and passing on their product, the whole turning out a finished machine, down to the honk, every ten minutes.

The crowd that watches the operation is



WINTER.
Court of the Four Seasons.

principally masculine. Indeed a stroll through any of the palaces brings at once into view the way in which a diversity of interest causes a segregation of the sexes. Follow a man and you will bring up at a machine, but are you attached for the day to a wife



Vestibule Main Entrance Palace of Machinery.

or sweetheart, then you are certain to be finally engulfed by the feminine stream that flows steadily toward the "Food Products."

Not that the food constitutes the feminine attraction. Food is a woman's business, and your modern woman is always ready to learn. For the same reason they haunt the sewing machine displays, or watch with absorbing interest the manufacture of Swiss embroidery, laces, stockings. These things all come in the day's work.

Though the proportion of male observers is here larger, it is natural that a woman's mother instinct should cause her to take a livelier interest in the educational exhibits. The playgrounds in operation on the Madame Montessori plan; classes for defectives; manual and training schools; all of the wonderful educational developments of later days are enthusiastically studied and admired.

The model kitchen, with its scientific management and the model dairy are again popular with women, just as the model farm is with the men. A cannery in full blast attracts both sexes, though for different reasons; the women being more interested in the fruits and vegetables that are being put up, the men in the actual mechanical processes. And there are many sights they share in common. They troop together through the beautiful gardens and courts; are to be seen in equal numbers in the Palace of Fine Arts.

For sheer beauty this building ranks above all the others. If there is one thing in this world I have never wished to be it is an emperor. If given my choice, I would almost prefer the rags of Lazarus to the imperial purple. But since I have learned that this lovely building, with its colon-

nades, massive grouped pillars, flowering bastions, airy dome and bordering lake, was remodeled after the Roman Emperor Hadrian's country villa, I have registered one exception. One might put up with being an emperor to live in so beautiful a house. Its contents are worthy of their shrine. Innumerable paintings, great works of art representing every age and school, fill half a hundred rooms. The Pre-Raphaelites, Renaissance, Impressionists, Cubists, all are here; loan collections of famous old masters; Whistler, Sargent, Chase, Tarrhell, the best of the modern Americans are shown. Through every variety of theme, treatment and motif, the paintings make an appeal wide as life itself. Nor are the correlative arts neglected. The best in sculpture, bronzes, woven tapestries, are also to be seen. The galleries provide a liberal education in the fine arts.

And here is struck the keynote of the entire Exposition. It serves trade and commerce, it is true, serves them as they have never been served before. It will help our domestic trade, and draw that of the world at large into closer relation. It cannot but promote good feeling among the nations. This granted, the fact remains that its greatest effect will be educational. For the hundreds of congresses and conventions which will meet in San Francisco during the Exposition year it furnishes a huge working laboratory for the illustration and demonstration of their special subjects and ideas; and no man may walk through its palaces without gathering knowledge on a hundred subjects hitherto strange.

The Exposition is a great university in which the most vital things may be learned.

Oakland, Berkeley and Alameda --The East Bay Cities



*"East Bay Cities offer you
Sunshine, climate, comfort, view.
Best hotels and purest air,
Direct ferry to the Fair."*

OAKLAND, Berkeley and Alameda—the East Bay Cities—join with San Francisco and the State of California in the welcome extended to Exposition visitors and guests of the 1915 Rotary Convention.

They have thrown wide open the doors of hospitality and friendship and are hoping for the opportunity of meeting you and greeting you as man to man.

Nature has provided these East Bay Cities with bright sunshine, a temperate climate, beautiful view and exhilarating air. Man has added to Nature's plenteous endowment

excellent hotels, with rates within reach of everyone; and a direct ferry system makes the Fair practically as accessible to the East Bay visitor as to him who chooses San Francisco for his headquarters, and furnishes the further opportunity for a twenty-minute sail on beautiful San Francisco Bay.

Oakland Rotary Club places this invitation before you—on behalf of the East Bay Cities—and promises to all who will honor Oakland, Berkeley and Alameda that they will be met and cared for in a manner befitting the Rotary ideal—"He Profits Most Who Serves Best."

A Different Exposition--San Diego's

THE popular idea of a world's fair, natural enough in that it is based on recollections of every other world's fair of history, is one of big buildings in close juxtaposition, with a few lawns off which the public is invited to keep, and a few trees hastily set out and obviously new arrivals.

The San Diego Exposition, officially known as the Panama-California, is different. It had to be different, for San Francisco jumped into the field a few months after San Diego was started, and made plans for a great fair of the general type. San Diego, five hundred miles down the coast, almost on the Mexican border, was forced to build up new ideas, and did it in extraordinary fashion with the kindly assistance of Mother Nature, who is just a little bit kinder in southern California than anywhere else in the country. She has done so much for man's happiness that with a bucket of water and a kind word man can grow anything he wishes. And he does.

So when San Diego built its Exposition Beautiful it was as something of a monument to Nature. The buildings do not constitute the whole stage by any means. The grounds are of equal importance. There are winding calcaes through dense tropic shrubbery and pergolas overhanging canyons aglow with brilliant flowers. There are hillsides decked with crimson and gold and purple. There are spacious gardens and cool patios and pleasant resting places wherever the visitor turns. And there is parking galore. Hence the effectiveness of the beautiful buildings and the atmosphere of old Spain which pervades everywhere.

In the history of American expositions since the time of the Philadelphia centennial a few have been undoubted successes from an artistic standpoint. A few others have performed genuine service in calling attention to the community or section to which they wished to summon world attention. Fewer still have been anything but financial failures, and in more than one case the community holding the celebration has suffered for years.

And now appears 1915, not with one exposition but with two, and both in California, both celebrating the completion of the Panama canal, both riveting more strongly than any other factor the attention of the world to the American West. By adroit management the two events, the Panama-California at San Diego and the Panama-Pacific at San Francisco, have been so built that they are entirely different, complementary and mutually essential.

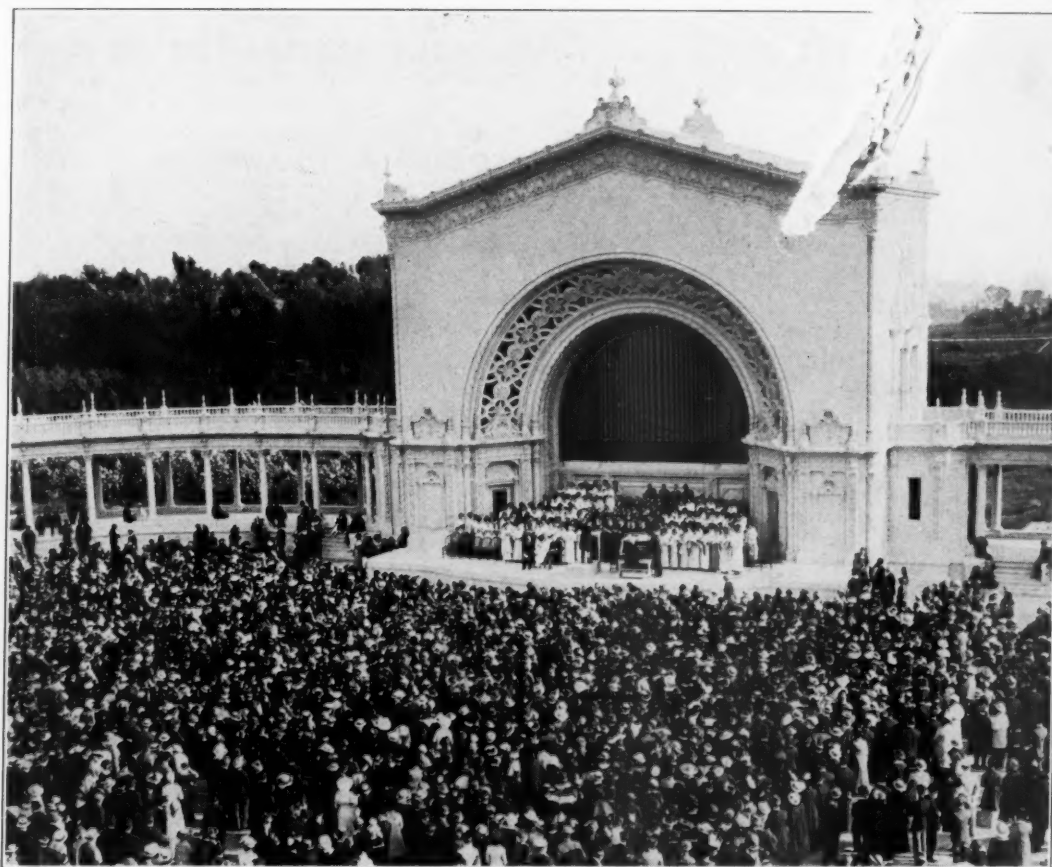
San Diego's Exposition went on a paying basis in February, the second month of this first all-year exposition in history. By the middle of April San Diego had added \$50,000 to surplus, an extraordinary record. It is a matter of good fortune that with the gates to Europe closed,

the American West, by reason of the low rates which the Expositions have induced the railroads to grant, should be this year more accessible to the easterner than it ever has been before. The traveler who buys a ticket either to San Francisco or San Diego can, for the asking, obtain transportation to the other point thus getting, to use the slogan of one of the great lines, "two fairs for one fare."

This matter of rates is all important.



California State Building at San Diego Exposition.



Oratorio at the Largest Outdoor Organ in the World, at the San Diego Exposition.

There is hardly an easterner who has not since childhood planned to see the West. It is unlikely that more than a handful of visitors to the Expositions will fail to see the great natural wonders along the way, whether they come "personally conducted" or rambling about as suits individual whim.

More than anything else San Diego's Exposition Beautiful seeks to portray within its 614 acres of the 1,400 acre park on the highest mesa of San Diego the beauties and opportunities of the West. The commercial exhibits are so selected as to show principally what the west is doing and what it ought to do. The scientific collection, a large part of which was contributed by the Smithsonian Institution, includes one large division devoted to a display of Americana, including the most complete offering yet assembled of the ethnological data of the ancient red men. The dominant agricultural display, not housed but in the open fields, includes an intensive farm modeled after the thousands of small tracts in California, portraying how

the scientific farmer of today makes an excellent living from five or ten acres of well developed land. A tea plantation imported bodily from Ceylon shows the possibilities of this crop in America. A growing citrus orchard, bearing oranges, lemons, grapefruit, kumquats and the like, furnishes graphic demonstration of this vital industry.

The conventional fair of the past is not built here. There are a few dominant straight lines, forming El Prado and the various plazas, but the buildings are generally irregular, interspaced with gardens and lawns and patios where peacocks strut about, where pigeons swoop down from near-by campaniles.

And the buildings: To understand them it is necessary to drift back two or three centuries to the early days of California, to 1542 when Cabrillo sailed his caravel into San Diego bay, to 1602 when Viscaino came and lingered a little longer, to 1769 when Fra Junipero Serra led the padres into the coast country of what is now United States.

Across the Canyon Cabrillo is thrown a

majestic viaduct of 1,000 feet, and from the palms by the entrance the visitor sees the magic city of old Spain spread before him, a high cathedral tower and dome, on the California building, dominating the rest of the city with its missions and palaces. Quiet calcaedes lead from the cloisters into the gardens overhanging the canyons. Exquisite patios form little resting places into which one steps from the busier scenes of the plazas. Clematis-covered pergolas command imposing vistas through the groves and out to the silvery sea, a mile distant. The attendants are garbed like the caballeros who followed in the train of Cabrillo. The guards are in the bright uniforms of the Spanish court. The girls are dancing girls of Castile. The handsomen are vaqueros. The sound of guitar and mandolin floats in from the copses of shrubbery. It is harmony to the nth degree. It is Cabrillo's dream realized!

For the spectacular features there are other sounds than mandolin and guitar. Witness the bands of the Exposition and the various military forces in constant attendance, and outside organizations. Witness by all means the great organ in the middle of the music pavilion at the Plaza de los Estados, overhanging the Canyon Espagnol—the largest outdoor organ in the world. Messrs. J. D. and A. B. Spreckels gave the great organ to the Exposition with the understanding that on New Year's morning 1916, when the Exposition finishes its all-year run, it will become city property. During the year it is being used daily for organ recitals and at frequent intervals for oratorios and chorals. It is one of the most notable features of the remarkable "outdoor Exposition."

Amusement is plentiful on the Isthmus, which is San Diego's incarnation of the Pike or the Midway of previous fairs, with emphasis laid on novelty and shopworn attractions studiously avoided. Among the most elabor-

ate concessions is the Painted Desert of the Santa Fe. Across from it is a suggestion of the old Governor's Palace at Santa Fe. On the south is the pueblo of Taos. On the north a typical Indian trading station. In the quadrangle thus enclosed are a couple of kivas, or ceremonial places, where the Indian dances are held. Here live the Pueblo Indians, weaving rugs and blankets, making baskets, pounding out their copper ornaments. On the other side of the central pueblo all is different, for there live the nomadic tribes, the Apache and Navajo and Supai in their "hogans" and "wickypups" of grass and willow and baked mud. In the

high cliff at one side are the ruins of an ancient cliff dwelling. The "desert" is called the most elaborate work of the sort ever attempted.

The Panama Canal extravaganza, next door, is of an entirely different character, purely mechanical and scenic. This and the "War of the Worlds" occupy a high position in amusements of this sort, and in their fields are quite as unique as the Indian display. The Hawaiian village, the Forty-Nine Camp, the Old Missions and others of the large concessions maintain the same high standards.

One of the most gratifying features of the Exposition at San Diego has nothing to do with exhibits or amusements, but is further evidence of the careful manner in which the management has sought to cover every need of the visitor. One of the management took in charge the work of putting every hotel and apartment in San Diego under contract to maintain normal prices during 1915, and he succeeded. Today a visitor can attend the Exposition and pay just the same prices for room and restaurant that he would have paid last year or at any other time. He goes away with pleasanter impressions than he ever had on leaving a world's fair of previous years.

Not so large as Chicago, St. Louis or San Francisco, San Diego's Exposition has developed a new field of Exposition work—one of real service to a broad territory rather than temporary exultation for a community. It is a clarion cry to the American West, and an emcient setting forth of the West's mighty present and mightier future.



In the Patio of the Southern California Counties Building, San Diego Exposition.

The Prides of Los Angeles



THREE things of which Los Angeles is most proud are her aqueduct, good roads and many homes.

Lying midway between the mountains and the sea, both within an hour's journey from the heart of the city, the equable climate and remarkable variety of scenery lend opportunity for the display of utmost originality in selection of site and style for home seekers and builders.

The good roads, on which the county alone spent \$3,500,000, add to the enjoyment of outdoor life and facilitate transportation between homes and business, while our \$23,000,000 aqueduct furnishes pure water abundant for an increasing population such as we anticipate.

In area the old pueblo measured 36 square miles. Today the city totals 107 square miles, including the San Pedro district which makes Los Angeles a port.

Los Angeles supports the best in literature, art, music and the drama, and is as well the moving picture capital of the world. Its industries are adding to its renown in other lines and its growing commerce is fast making it a world known port.

Our winter climate has attracted the tourists for many years, but our home people enjoy the summer climate even more. Our near-by mountain and beach resort, and the 24 city parks with a total area of 4,097 acres, foster the outdoor life and add to the enjoyment of our people.

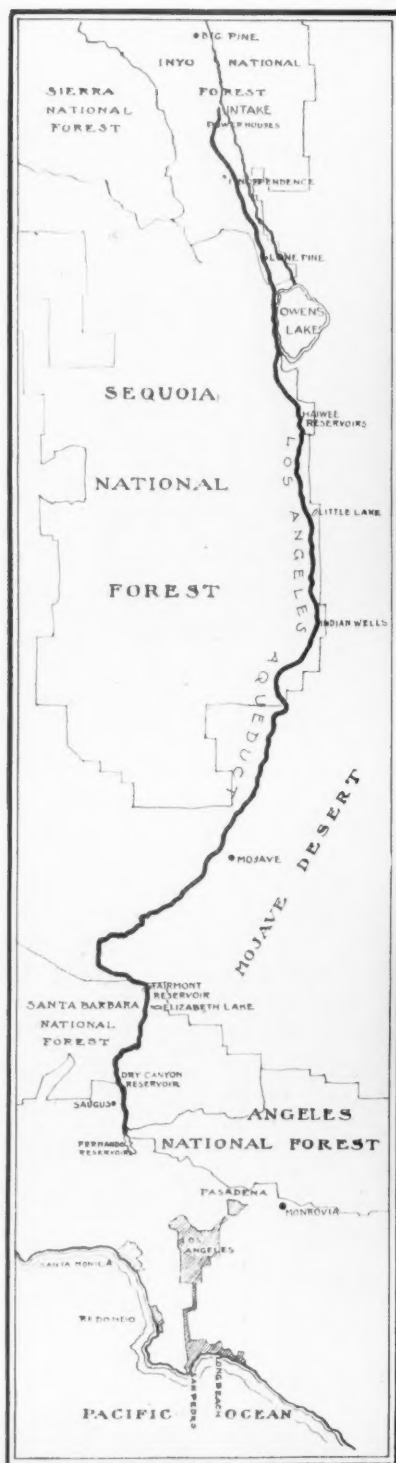
Expanding in twenty-five years from a town of 50,000 to a modern city of nearly 600,000 at the present time,

Los Angeles has established the wonder growth record of the world, and it is not yet through. No prophecy can accurately foretell the city's ultimate growth.

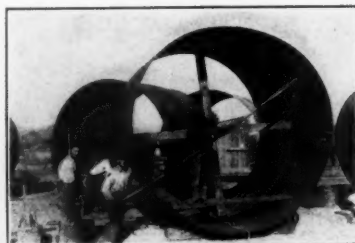


233 Miles for a Drink of Water

The Los Angeles Aqueduct

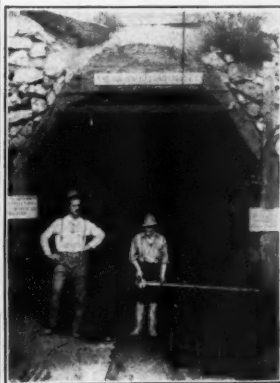


Fearing that the rapid growth of the city would at some future time cause a shortage of water,



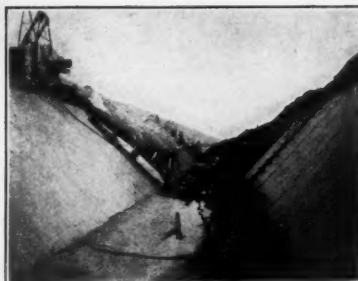
Section of Siphon.

the citizens of Los Angeles 8 years ago, by a large majority, voted to bond themselves to the extent of \$23,000,000.00 for



Premium Tunnel.

the construction of an aqueduct to bring an adequate supply of pure mountain



Section of Open Ditch.

water from the Owens River Valley across two mountain ranges and a long stretch of desert 233 miles. The work was



Finished Siphon.

completed and water delivered at the southern terminus at the official opening November 5, 1913.



Completed Ditch.

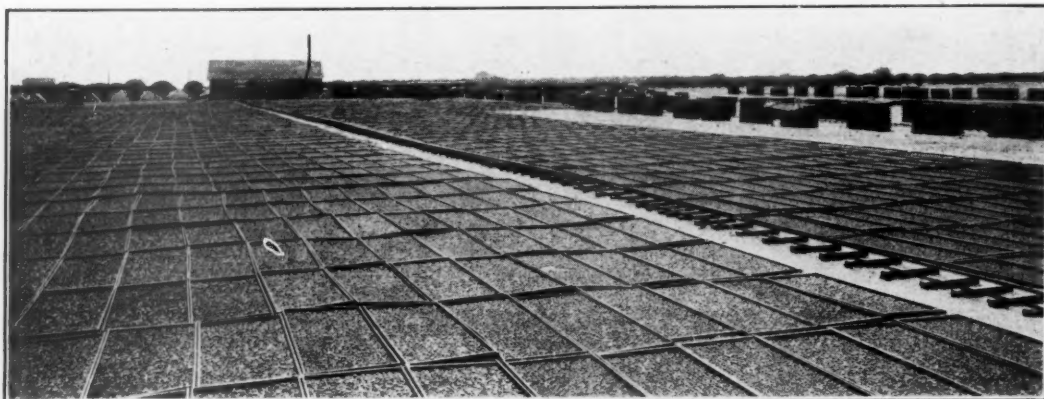
Enchanted Valley of Heart's Delight



The top picture illustrates "Blossom Time" at San Jose, California. No artist could describe with words or brush the wondrous colors in the landscape viewed from any hillside. Santa Clara, "The Enchanted Valley of Heart's Delight," with San Francisco, invites the world to the Exposition. One hour's ride from San Francisco and you enter the "Enchanted Valley" of 500 square miles of fruit blossoms.

Did you ever bite into a large, juicy, luscious apricot grown in the sun kissed Santa Clara Valley? We supply the world with apricots grown on 600,000 trees.

Our vineyards produce 2,000,000 gallons of wines annually, celebrated the world over.



The nature aiding, outdoor, pure air, sun dried methods of preparing prunes for market in the Santa Clara Valley cannot be duplicated or imitated. Six million prune trees, producing one-third of the world's crop, have occupied the popular mind almost to the exclusion of about sixty other fruits and garden products grown here that furnish employment to thousands throughout the year, and provide food and luxuries for less favored peoples.

The top picture illustrates how nature has favored Santa Clara growers of peaches, apricots and prunes, and shows why Santa Clara fruits have such delicious flavors.

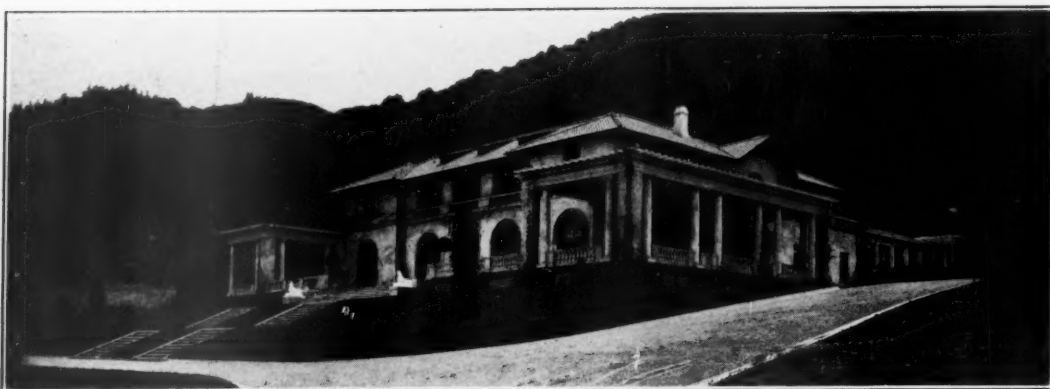
Harvesting seeds—middle pictures—San Jose, Cal. A seed farm is a novel sight. Think of it! Growing seeds for the world. It is done in the Santa Clara Valley.

The fruit harvest—lower pictures—maintains on different fruits from July to December, around San Jose, Cal. Ten thousand tons of apples are represented by the tree on the right, which alone produced sixty-four bushels of apples last season.



Happy business men find time to play. The above pictures are typical of the sports and recreations of youth and old age. Alum Rock Park, a reservation of about 1,000 acres, rugged with mountains and canyons, about seven miles from San Jose, Cal., is owned by the City. Golf, tennis, hunting, fishing, yachting and swimming are popular and healthful sports, with their seasonal openings and tournaments attracting the enthusiasts from all nations.

The San Jose, Cal., Country Club maintains one of the most delightfully situated golf links—top picture—to be found in the West, combining hill and plain, ravine and hazards sufficient to be cursed by the amateurs and professionals alike. The tennis courts are in every way equal to all demands. The view from the club house has no equal in the world. Visitors are invited to use the links and privileges.

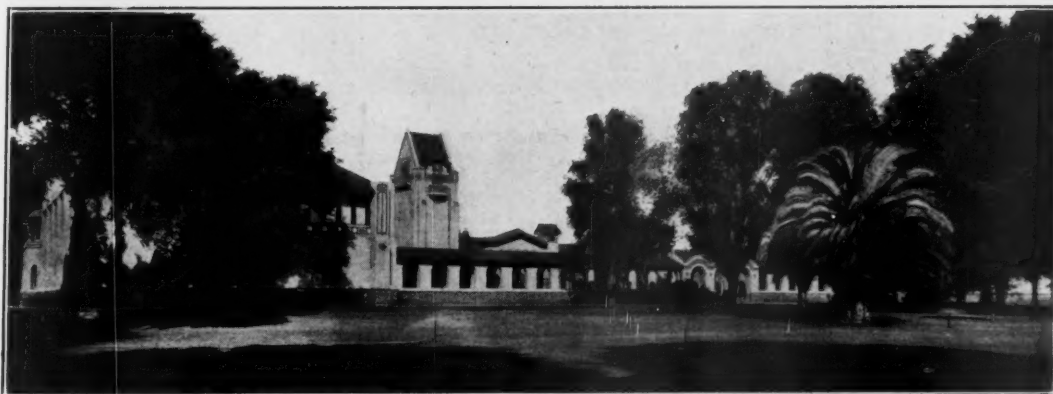


The Santa Clara Valley has many beautiful homes and many wealthy eastern business men find it pleasant to spend their winters where it is healthful and possible to live out of doors.

The upper picture is the Country Home of United States Senator James D. Phelan at Villa Montalvo, and many notables have there enjoyed true California hospitality, among them being Vice-President Marshall on his recent visit to the Exposition and the Santa Clara Valley in Blossom Time.

The second picture is the residence of Congressman E. A. Hayes at Edenvale. It is beautifully located in the center of 100 acres of artistic lawns and gardens.

The lower picture is a row of San Jose bungalows, the homes of Rotarians.



Probably few places are so fortunate in educational advantages as San Jose and the Santa Clara Valley.

Stanford University—top picture—the largest endowed university in the world, is located at Palo Alto. The Lick Observatory—middle picture—which is a part of the University of California, is located at an altitude of 4,000 feet at the summit of Mount Hamilton. There is the State Normal School with its beautiful new mission type buildings. The architecture of the San Jose High School—lower picture—has been designed especially to compel the generous use of California's health-giving pure air. Add to these the State Normal School with its beautiful new mission type buildings; the Santa Clara University, the first educational institution in California, erected on the site of Santa Clara Mission, founded in 1777; the University of the Pacific, a Protestant institution with a splendid record; the numerous schools and high schools throughout the county. These furnish an opportunity for education unequalled.

Stockton, California, Headed Metropolisward

By Norman F. D'Evelyn

Publicity Manager, Stockton Chamber of Commerce



View of Stockton from the top of its new skyscraper, showing the Court House, a part of the business district, with the half-million dollar hotel in front of Stockton Channel, of which a glimpse may be seen. The flour mills are in the distance.

STOCKTON occupies a prominent place in the itinerary of visitors to the Panama-Pacific International Exposition. The slogan of the mammoth fair is "California invites the World," for the most loyal San Franciscan is not so narrowly constituted that he expects the sightseer, attracted to the Exposition, to spend all of his time in the metropolis. The whole state is host. Time and a broadening public vision are driving home a fuller realization that the strength of the city is the country back of it, and San Francisco is proud to have the traveler see its great tributary empire. In a large sense, California itself is the Exposition.

Through Stockton, which is but two and a half hours distant from San Francisco by rail, are reached some of the nation's scenic masterpieces. The Gateway City has been aptly so christened. Yosemite National Park—big-

ger than the State of Rhode Island—containing the indescribable Yosemite Valley, the Hetch Hetchy country—habitat of John Muir, Tuolumne Canyon, and other less generally explored places of rugged grandeur, form the great magnet for the motorists and the more conventional train travelers who headquarter at Stockton. A second trip from Stockton comprehends the Calaveras Big Trees, an inspiring trip; and majestic Lake Tahoe and the splendid region en route form the objective point of still another not-to-be missed journey.

Of a different character is the Southern Mines country—the region that first put Stockton on the map in emphatic fashion. This was the historic ground that poured forth its golden millions three score and more years ago when the integrity of the Union hung in the balance, the romantic period that

marked the beginning of Stockton's growth as a point of commercial consequence.

In the days of the rush of '49 Stockton was the trading center and supply depot for the avalanche of gold hunters that came around the Horn and across the Sierras by the overland trail. Stockton's position as the most inland point on navigable water from San Francisco Bay gave it an early prestige that was enhanced as other factors of substantial growth became evident.

It was quite fitting in this epochal year of 1915 that San Joaquin county, of which Stockton is the county seat, should commemorate its share in the consummation of the great Exposition by the presentation in San Francisco of a monster pageant, "The Rush of '49." From the ferries at San Francisco, through the principal thoroughfares of the city, and into the Exposition grounds a two-mile spectacle passed, virtually a review of California's romantic history from the pioneer days to these twentieth century times.

Since the stirring events that followed the discovery of gold in California Stockton's growth has been steady rather than spectacular, substantial in all respects. Indeed, Stockton is noted throughout California as the city that never had a boom. Its people are well content with the fact, for, as a result, the city has had the good fortune to avoid the inevitably disastrous consequences of the boom period. As an index of the consistency of the city's growth, the postoffice receipts for the last fifteen years are significant:

Year.	Amount.	Gain %	Year.	Amount.	Gain %
1900	\$ 35,074.00		1908	75,714.00	10.3
1901	37,629.00	7.2	1909	79,523.00	5.0
1902	41,173.00	9.4	1910	90,248.00	13.5
1903	43,797.00	6.3	1911	102,623.00	13.6
1904	49,778.00	13.6	1912	113,173.00	10.3
1905	54,253.00	9.0	1913	122,118.00	7.9
1906	61,961.00	14.2	1914	132,855.00	8.8
1907	68,650.00	10.8			

This uniformity in the forward march of the city is borne out by another standard criterion of community activities, bank clearings. There follows the record since the organization of the clearing house:

Year.	Amount.	Year.	Amount.
1908	\$24,415,671	1912	\$44,891,763
1909	28,195,022	1913	45,925,831
1910	32,277,582	1914	47,257,207
1911	40,350,889		

The figures show a gain of 93.5% during the period of seven years.

Little wonder is it, then, that the volume of building permits issued in Stockton represented the goodly sum of \$1,118,087 in 1914, a year, incidentally, that has not gone into history as a banner one for these United States.

During the year Stockton has increased its boundaries, bringing within its area well set-

tled communities to the north, south and east. The population is estimated at 40,000.

Stockton is peculiarly well situated with respect to transportation facilities. Three hundred miles of paved highways, radiating to all points of San Joaquin county, center at Stockton, roads that are the marvel of the visitor and the boon of the farmer. The ocean-to-ocean Lincoln Highway traverses San Joaquin county, passing through Stockton, a connecting link between the capital at Sacramento and San Francisco, the metropolis of the Pacific.

The tides that pour through the Golden Gate, the entrance of the great harbor of San Francisco, have a rise and fall of three feet at the head of Stockton Channel, a developed arm of the San Joaquin River, that penetrates into the heart of the city, where the transcontinental railroads first reach tidewater navigation at the municipal wharves that line the banks. During 1913, the latest year for which the data is available, more than 820,000 tons of freight, valued at \$38,341,000, were carried on the San Joaquin river.

Four hundred miles of navigable waterways wind in and out through the delta west of Stockton, affording cheap, quick and direct passage to market for its bounteous crops. This famous farming region of a quarter of a million acres of land below the level of the surrounding streams, reclaimed by levee construction and drainage, is called the Holland of America. Its peat and sediment soils, by actual tests, have proven richer than the lands of the Valley of the Nile.

Three transcontinental railways and three interurban electric lines, turnishing 109 passenger trains daily, form a network of routes that give unparalleled service. The waterways, railroads and boulevards of San Joaquin county comprehend the American ideal of reaching destinations swiftly and in comfort. Moreover, rail and water competition has reduced freight rates to the minimum.

Lying at the lower end of the 250-mile San Joaquin Valley, with its more than 7,000,000 tillable acres—the section of California that made the greatest gain in population during the last census decade—San Joaquin county affords the only outlet to San Francisco and the Bay markets. It is on the rim of the funnel, through which courses the wealth of the mighty empire at its back.

Stockton has the good fortune to have a rich county surrounding it, north, south and east, as well as to the west. San Joaquin county produces oranges and beets, asparagus



Another view of Stockton from skyscraper. Prominent in the picture is the new hotel. One of the new school buildings built under the \$600,000 bond issue may be discerned beyond it in the center of the area. To the left is the postoffice, and back of it one of the newspaper buildings. Some idea is given of the scope of Stockton's industrial section.

and cherries, strawberries and Egyptian corn, almonds and onions, potatoes and grapes, celery and pears, wheat and walnuts, beans and watermelons, olives and alfalfa. Uncle Sam's census of 1910 places San Joaquin second only to a county with three times its area in the value of all crops (\$9,082,240), "all crops" comprehending cereals, other grains and seeds, hay and forage, vegetables, fruits and nuts, and "all other crops."

In the production of cereals, vegetables, potatoes and barley San Joaquin county takes precedence over the other fifty-seven units in this great, diversified, 100,000,000-acre State of California, stretching over a territory nearly as vast as that included between Chicago and New Orleans. It is significant that the crops noted are all staples, homely fundamentals, the food of the nation. The same authority gives the per capita wealth of the county's rural districts as \$2,448.74, and in this respect, too, San Joaquin outranks all other counties.

Vast as are the agricultural resources of San Joaquin county, it is more widely known for its manufactures. Stockton does a \$15,000,000 manufacturing business yearly. The report of the chief statistician for manufac-

tures of the United States Department of Commerce shows that ninety per cent of all the products of the eight San Joaquin Valley counties are manufactured in Stockton by some hundred and fifty establishments.

Immense plants, producing agricultural machinery—combined harvesters, caterpillar tractors, sieve-grip tractors, irrigation and drainage pumps, clamshell dredgers and plows—have made Stockton known throughout the farming world, for the markets for Stockton products extend all over the globe. There are flour mills, leather tannery, wineries, ship-building works, wool scouring plant, canneries, planing mills, creameries, bean canneries, sheet and metal works, iron foundries, terra cotta and brick works.

The years ahead will be good to Stockton. The steady, solid, substantial growth of the past has laid a safe, strong foundation for a big city. Stockton is headed metropolisward. The big office buildings springing up on prominent corners in the business district bear testimony to that fact. A Stockton bank is preparing plans for an exclusive bank building on a corner opposite the just-completed ten-story bank building, the entire top floor of which is the headquarters of the Stockton Chamber of Commerce.

It was quite fitting that the Stockton Rotary Club should hold a sort of dedicatory luncheon on the top of this first skyscraper of Stockton.

Our 1915 Convention

By Guy Gundaker

JUST as in the amœba, that little one-celled creature which has been claimed both by the animal and vegetable worlds, there is a more highly developed point of sensitiveness and life, so our protoplasmic, International Rotary organization has the nucleus called an International Convention.

Were it not for the enthusiasm expressed by all Rotarians who have attended a Rotary Convention, it would be very pertinent for us to ask "Why is a Convention?" However, when one considers the amount of effort expended each year by hundreds of Rotarians who work to provide a successful Convention, and the half-million of dollars expended annually, by the entertaining Club, the Delegates and the Visitors, it is reasonable to infer that Rotarians generally have found that Conventions *are* worth while.

Each year "Members of the Old Guard," and the newer crop of Rotarians, who were not privileged to attend the first three Conventions, meet in one grand Fellowship. Each year Old Guards and new recruits leave Rotary Conventions marvelously inspired with the spirit of Service. Men meet, face to face, to talk over the problems of Rotary, and each Convention adjourns having more firmly established our Rotary Ideals and Practices.

David C. Farrar, Past President of the Pittsburgh Rotary Club writes, "Rotary Conventions are great educational movements, teaching men to apply to their individual problems the enormous dynamic force that lies in mutual friendship, understanding, frankness, and helpfulness."

Russell F. Greiner, Past President of International Rotary, writes, "Rotary Conventions fan the embers of many a dormant ambition into a flame of uncontrollable



Photo by Phillips Studio, Philadelphia.
Guy Gundaker.

desire to see the beautiful doctrines of Rotary firmly established in every city in the world."

Glenn C. Mead, Past President of International Rotary, writes, "Annual Conventions are a life long inspiration, due to the personal contact of visitors and delegates with the brilliant and forceful leaders in Rotary."

Rotary has had five Conventions. The first, held in Chicago in 1910, naturally concerned itself mainly with organization; the second at Portland, with legislation; the third at Duluth, with extension;

the fourth Convention, held at Buffalo, has been called the Convention of Inspiration.

Those who attended the Buffalo Convention, and who followed the current of events during the following year, expected that the Houston Convention would be a "Convention of Definition." The time was ripe for a clarification of Rotary Practices and Ideals. The Convention did not take this trend, however, and the Houston gathering stands in history with the distinction of being a great Fellowship Convention.

The delegates to the Houston Convention returned home, thoughtful of the necessity of clearly setting forth the principles, precepts, ideas and aspirations of Rotary. They realized that the universe of Rotarian ideas existed in many hearts, and slipshod in many minds, but was unwritten. Rotary needed a literature.

Years and years ago, the Philosopher, La Place, expounded a theory which has been designated "The nebular hypothesis." The theory was that ages ago all space was filled with vapor of different densities; that by the laws of contraction and gravity the denser portions of vapor contracted into the various bodies which are known as stars, planets, the earth, et cetera. We are not concerned with this theory as of value in explaining the origin of the universe, but as an illustration, appropriate to Rotary.

NOTE: Mr. Gundaker is Chairman of the Convention Program and Topics Committee, of the International Association of Rotary Clubs, and President of the Rotary Club of Philadelphia (Pa.), U. S. A.

The ideas which we are pleased to designate as "Rotary" have been in nebulous state for years—possibly centuries. During the last decade thoughtful men, led by Paul P. Harris, concentrated the ideas of friendship, service, business virtues, correct business practices, et cetera, into object form and provided a new universe for the business man of the present and future to study.

As the special order of business for this year the International Officers asked that Rotarians everywhere aid in the writing down of Rotary—to condense, as it were, these nebulous vapors of Rotarian Ideas into concrete form. Clubs were requested to send these writings to the Committee on "The Philosophy of Rotary," who, in turn, were asked to make a composite picture of the best thoughts for presentation to the San Francisco Convention. Much has been done during this year and as we look into the Rotarian Heavens we find new worlds for our gaze.

With certain worlds of thought definitely settled, we can train our telescopes on this new universe of Harris *et al*; and by studying its content and extent prepare ourselves for the future work of Rotary, to wit, practicalizing our ideals.

In arranging the program of the San Francisco-Oakland Convention the Committee kept constantly before its mind the desire to further condense these Rotarian planets, fixed stars, pleiades, et cetera, by assigning a large portion of the actual convention proceedings to the consideration of the Four Fundamental Objects laid down in the Constitution of the I. A. of R. C.

With so much preliminary work done during the year the discussions provided at the Convention will smooth the rough edges of Rotary Philosophy, polish the new surfaces, erode the useless and unnecessary portions, and weld together the parts in general acceptance by the Rotarians.

I doubt if a single year's study and concentrated effort is sufficient to accomplish what was planned by the International Officers. We, therefore, face two alternatives: One—to continue for another year or two the discussion of Rotarian Principles and Practices, and the finding of concrete verbal expressions for our thoughts; or, Two—to accept our present, relatively incomplete, study as sufficient for our requirements.

The first object of Rotary, as laid down in our Constitution, is to standardize Rotary Principles and Practices. This is the ground for our search for a Philosophy. It appears to me that the selection of the term "Rotary

Philosophy" is inapt, and that our difficulties have arisen because the term is a misnomer. I suggest the expression "Analysis of Rotary" as more descriptive of the work assigned to us for this year.

Rotary, as manifested in one hundred and seventy-eight cities, is as unlike as thumb prints. One of the problems of the Convention is to find common points of agreement and weave these together for a standard Rotary. Rotary per se should be the same, no matter where one finds it.

The writing down of Rotary this year is a step in the standardization—The findings of the Committee on Philosophy (Glenn C. Mead, Chairman), and the discussions during our Convention are others.

The Program and Topics Committee desires, at this time, to emphasize the fact that it is absolutely necessary that the papers, speeches, and reports presented at the Convention be discussed. Those points which are good should be driven home by the delegates, from the floor. Those points which are open to criticism of a constructive character, should be criticised freely. Those points which seem to have been slighted should be brought out, and the Convention should resolve itself into a deliberative body, rather than a receptive one.

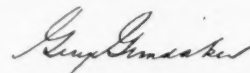
The Committee earnestly requests that those Rotarians who expect to attend the Convention study the program elaborated elsewhere in this issue of THE ROTARIAN. Under each report and paper will be found a few suggested points for discussion. To the thinkers in Rotary many more will occur.

To delegates and visitors we would say, "Be ready, by study and written preparation, to add your leaven of Rotary to the leaven of the whole lump."

It is also desired to call attention to the fact that all those matters which directly concern the Clubs, as distinguished from the International phase of Rotary, will be found in the Round-Tables, and that topics for each Round-Table have been prepared for Ante-Convention thought.

Let us meet for a serious minded consideration of Rotary problems, and the San Francisco-Oakland Convention will emblazon the trail for greater triumphs of Rotary.

"If you want to be a through and through Rotarian, attend a convention."—Mead.



CHAIRMAN CONVENTION PROGRAM COMMITTEE.

Official Program

For the

Sixth Annual Convention

of the

International Association of Rotary Clubs

at

**San Francisco and Oakland
July 18 to 23, 1915**

—o—

Frank L. Mulholland

—President.



Frank L. Mulholland

The Presiding Officer.

(This Official Program of the Sixth Annual Convention of Rotary Clubs to be held at San Francisco and Oakland (Cal.), beginning Sunday, July 18, and ending Friday, July 23, 1915, has been prepared by the International Committee on Convention Program and Topics, of which Guy Gundaker of Philadelphia (Pa.), is Chairman. It is subject to such changes, additions, or corrections as may prove necessary.—Editor's note.)

General Information

HEADQUARTERS—Reception Headquarters of International President and his Official Family in the Blue Rooms of the St. Francis Hotel, on Union Square, San Francisco.

Official Business Headquarters of Convention, Secretary's Office, Committee on Credentials, Registration Bureau, Transportation Committee, Rotary Exhibits, etc., at the San Francisco Exposition Memorial Auditorium, at Grove, Larkin and Hayes Streets.

MEETING PLACES—The Monday and Tuesday sessions of the Convention, and all the Round Table meetings of Wednesday and the Divisional Conferences of Friday, will be held at the Memorial Auditorium in San Francisco. (Entrance from Grove Street.)

The Thursday sessions of the Convention will be held at the new Municipal Auditorium

The Members of the Executive Committee.



William H. Gettenger Bull Johnson

in Oakland (where luncheon will be served).

REGISTRATION—Following the established custom of our conventions the delegates and men visitors will pay (at the time of registering) a registration fee of \$5.00 to the San Francisco Rotary Club which will go into its convention entertainment fund. The women are the guests of San Francisco and Oakland Rotary Clubs and are not required to pay a registration fee.

ADMISSIONS TO SESSIONS AND ENTERTAINMENTS—Each delegate and man visitor will receive at the registration bureau a book of coupons for admission to the banquet and other entertainment features provided by the San Francisco and Oakland Rotary Clubs. In these books there will also be coupons to be used in registering the attendance of delegates and men visitors at the convention sessions. (One coupon will be detached whenever the delegate or man visitor enters the convention hall and another whenever he leaves.)

The women visitors will receive similar books of coupons, but will not be required to register their attendance.

TICKETS NECESSARY—Owing to the congestion and confusion of an Exposition City, admission to all Rotary functions can be secured only by presentation of the proper coupons from these books.

Sunday, Preceding Convention, July 18th

ARRIVAL—All delegates are urged to arrive in San Francisco not later than Sunday afternoon. It is desirable that arrangements relating to hotel accommodations, baggage, etc., be concluded on Sunday so that nothing will interfere with a full and prompt attendance of all delegates and visitors at the opening Convention session at 9 o'clock Monday morning.

Morning.

11:00 A. M.—

Rotary Sermons in San Francisco churches at the morning service, by visiting Rotarians. Theme—"He Profits Most Who Serves Best." All convention delegates, and visitors, and the people of the city of San Francisco are invited to attend.

Afternoon.

1:00 P. M.—

Luncheon and meeting of Board of Directors and Officers of the International Association, at St. Francis Hotel.

Evening.

9:00 P. M.—

Informal reception in the Colonial and

The Club Attendance Cup TO BE GIVEN TO THE AFFILIATING CLUB WITH THE BEST CONVENTION ATTENDANCE.



This beautiful sterling silver trophy, which was won at Buffalo by the Los Angeles Rotary Club and at Houston by the Toledo Rotary Club, will be contested for again at the San Francisco-Oakland Convention. (It is the gift of the Houston Rotary Club to the International Association.)

The cup goes, for one year, to the Club which has the largest Convention attendance, which is figured on an equitable mileage basis in order to give every Club a chance to win it.

One point is allowed each Club for each mile traveled by each attending Rotarian, delegate or visitor. The mileage will be computed according to the shortest usually traveled route between San Francisco and the contesting Club's home city.

WHO WILL WIN IT IN 1915?

Italian Rooms at the St. Francis Hotel.
"Get acquainted—EVERYBODY!"



Russell F. Grimes

Past International
President



Glenn C. Mead

Past International
President

Opening of Convention, Monday, July 19th

NOTES: All delegates are requested to be in their seats before 9 o'clock. Promptly at 9 o'clock the International Officers and Directors, speakers and distinguished guests will enter the convention hall in procession. The doors will then be closed until the divine blessing has been invoked. Upon the reopening of the doors, delegates and visitors entering the hall will take their seats quietly so as not to interfere with the dispatch of business. (During the sessions in the San Francisco Auditorium the Grove Street door only will be used as an entrance but both the Grove Street and Larkin Street doors will be used as exits at the close of the sessions.) The photographs on this page are: Chas. H. Victor, president San Francisco Rotary Club, and seven Divisional Vice-Presidents, I. A. of R. C.



Chas. H. Victor

W. H. Alexander

E. J. Berlet

W. D. Biggers

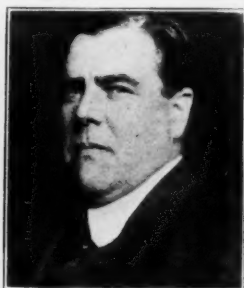
Morning Session.

9:00 A. M.—

- 1—Call to order by President C. H. Victor of San Francisco Rotary Club.
- 2—Entrance of International Officers.
- 3—Address of Welcome by President Victor.
- 4—Response

Convening Convention President's Address	By Frank L. Mulhol- land, President I. A. of R. C.
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- 5—Presentation of the Vice-Presidents of the I. A. of R. C.:
 - W. H. Alexander, of Belfast, Ireland.
 - E. J. Berlet, of Philadelphia, Pa.
 - W. D. Biggers, of Detroit, Mich.
 - Robt. H. Cornell, of Houston, Texas.
 - Frank Higgins, of Victoria, B. C.

- W. A. Peace, of Toronto, Ont.
- F. C. Riggs, of Portland, Ore.
- John E. Shelby, of Birmingham, Ala.
- 6—Preliminary reports from committees:
 - (a) Convention Program and Topics, Guy Gundaker of Philadelphia (Pa.), Chairman.
 - (b) Resolutions (explanatory), Wm. Gettinger of New York (N. Y.), Chairman.
 - (c) Constitution and By-Laws (explanatory), Arch C. Klumph of Cleveland (Ohio), Chairman.



Robt. H. Cornell

Frank Higgins

W. A. Peace

John E. Shelby

- (d) General Transportation (information for delegates and visitors), Hugh G. L. Campbell of Toledo (Ohio), Chairman.
- 7—Report of the Good Roads Committee, Richard T. Shea of New York (N. Y.), Chairman.
- 8—Report of the Inter-City Trade Relations Committee, F. W. Galbraith, Jr., of Cincinnati (Ohio), Chairman.
- 9—Report of the Official Publication Committee, L. D. Hicks of Atlanta (Ga.), Chairman.
- 10—ADDRESS—

"Opportunities presented by Meetings of Trade and Professional Sections of International Rotary," by O. J. Fee of Lincoln (Nebr.), Chairman Laundry Section.

12:00 M.—

Recess.

Afternoon Session.

2:00 P. M.—

Meetings of Trade and Professional Sections. The entire afternoon will be devoted to the meetings of the Trade and Professional Sections, and each classification will hold a little convention of its own.

The meetings will be held at different places, at the plants and offices of the San Francisco members of the different sections in many instances. A list of the different chairmen, programs, and locations of meeting places will be printed and distributed at the Convention.

Each delegate and visiting Rotarian is urged to acquaint himself immediately after registration with the name of the chairman of his Section and the time and place when and where that Section will meet.

In addition to the great benefits that will accrue from participation in the Trade and Professional Section "little convention," each Section will have the opportunity to win the handsome loving cup

Trade and Professional Section Cup

To Be Presented to the Section With the Largest Registration at Convention.



This handsome silver Loving Cup was presented to the Association by the Houston Rotary Club as a prize to be awarded annually to the Trade or Professional Section with the largest registered attendance at the Rotary Convention. Last year it was won by the Attorneys-at-law Section.

It will be contested for again at the San Francisco 1915 Convention.

When you register at Convention headquarters do not fail to include your Rotary business classification.

Will Your Section Win It This Year?

trophy for the largest attendance. The conditions of this contest, with a picture of the trophy, are printed elsewhere in this program.

Tuesday, July 20th

Tuesday will be "Rotary Day" at the Exposition, and while the Rotarians will be occupied with the Convention or other business during most of the day, Tuesday evening has been left open on the program and that will be "Rotary Night" at San Francisco's "big show."

Morning Session.

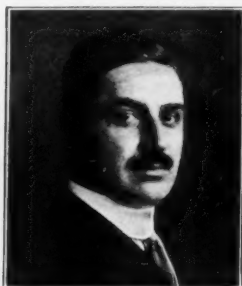
9:00 A. M.—

- 1—Report of Committee on Credentials, Mack Olsen of Des Moines (Iowa), Chairman.

- 2—Report of Committee on Business Methods (including the Code of Ethics presented at Houston), R. H. Clarke of Tacoma (Wash.), Chairman.
- 3—General Discussion of the report and the



Mack Olsen
Credentials Committee
Chairman



H. H. Campbell
Transportation Committee
Chairman



H. H. Mackintosh
other organizations.



following correlated topics:

- (a) Relation of competition and co-operation.
- (b) Our individual debt to the collective business life.
- (c) How may Rotarians vaccinate their associates and employes with the virus of service.

4—ADDRESS—

"Truth and Service—the Handmaidens of Business Success," by Mr. Wm. Woodhead of San Francisco, President of the Associated Advertising Clubs of the World.

5—ADDRESS—

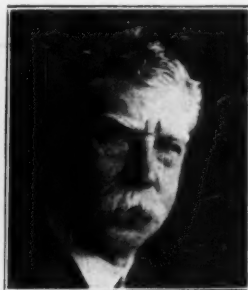
"Rotarian Fellowship—Its Content and Extent," by Charles Henry Mackintosh of Duluth (Minn.).

6—General Discussion of the address and the following correlated topics:

- (a) Fellowship in the Club.
- (b) Fellowship in the International Association.
- (c) Fellowship of Rotary Clubs with



Samuel H. Cook
Publicity Committee
Chairman



A. J. Shea
Good Roads Committee
Chairman

7—ADDRESS—

"Election to Office—A Summary of the Precepts and Principles that Are Vital to the Local Club and the International Association," by Russell F. Greiner of Kansas City (Mo.), Past President I. A. of R. C.

12:00 M.—

Recess.

Afternoon Session.

2:00 P. M.—

1—Report of Committee on Publicity and Information, S. H. Cook of Syracuse (N. Y.), Chairman.

2—General discussion of the report and the following correlated topics:

- (a) Wherein does Rotary differ from other business organizations?
- (b) The relation of Rotary to those outside of its ranks.
- (c) Helpful publicity vs. harmful notoriety.
- (d) Education of the next generation in Rotary principles.

3—Report of Committee on Philosophy and Education, Glenn C. Mead, Past President I. A. of R. C., of Philadelphia (Pa.), Chairman.

4—General Discussion of the report and the following correlated topics:

- (a) What the report says concerning the member personally.
- (b) What the report says concerning the member's business.
- (c) What the report says concerning the member as an individual unit of society.
- (d) What the report says concerning the member as a representative of his craft in Rotary and as an ambassador of Rotary to his craft.

5—Report of Constitution and By-Laws Committee, Arch C. Klumph of Cleveland (Ohio), Chairman.

Wednesday, July 21st

ROUND TABLES (IN CHARGE OF INTERNATIONAL VICE-PRESIDENTS).

There will be ten "Round Tables," five in the forenoon from 9 to 12, and five in the afternoon from 2 to 5. The morning Round Tables will be Club Presidents; Entertainment, Program and Luncheon Committees; Membership Committees; Fellowship Committees; and Club Publications. These will meet simultaneously in the committee rooms of the Auditorium. The afternoon Round Tables will be Club Secretaries; "On-to-Convention" Committees; Publicity Committees; Public Affairs Committees; and THE ROTARIAN. These also will be held simultaneously in the committee rooms.

Morning Session (9:00 to 12:00).

Round Table of Club Presidents.

Vice-President Frank Higgins, Convener.

TOPICS:

- 1—The Duties and Responsibilities of a President.
 - (a) To his members.
 - (b) To his Board of Directors and Committees.
 - (c) To the I. A. of R. C.
- 2—Good Roads: Discussion on Report of Committee on Good Roads.
- 3—Inter-City Trade Relations: Discussion on Report of Inter-City Trade Relations Committee.
- 4—Membership Problems.
 - (a) Classification.
 - (b) Associate Members.
 - (c) Honorary Members.
 - (d) "Involuntary Past Rotarians."
- 5—Financial Budgets.
 - (a) The necessity and advantage of having them.
 - (b) Their preparation—when, how and by whom.
- 6—Introduction or Initiation of New Members.
- 7—Making Rotarians out of Rotary Club Members.
 - (a) Past President David C. Farrar of Pittsburgh will read a paper on "An Educational Degree in Rotary."
 - (b) Discussion of the paper.
- 8—"Policies Not in Accord with the Fundamental Precepts of Rotary." (Vide *The Dallas Rotarian*, March 4, 1915, pp. 3-4, and April 8, 1915, pp. 2-4.)
- 9—Proper and improper uses of the local Rotary Club emblem and of the International Rotary emblem.

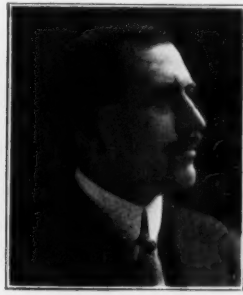
Round Table of Entertainment, Program and Luncheon Committees.

Vice-President E. J. Berlet, Convener.

TOPICS:

- 1—Advisability of preparing meeting programs (in advance) for quarterly periods.
- 2—How shall the twenty-six hours of luncheon programs be utilized to the best advantage?
- 3—How shall the ten evening dinner meetings be arranged and what shall they include?
- 4—Essential features of every luncheon or dinner program.
 - (a) Menu, how best selected or supervised?
 - (b) Is it essential that there be a Rotarian on every program?
 - (c) What is the practical value of Inter-City exchange of speakers on Rotary?
 - (d) Is a divisional speakers' bureau feasible?
 - (e) Absolute time limit for each speaker.
 - (f) Adjournment on time.
 - (g) Serving liquor; by club arrangement; by individual purchase.
 - (h) No smut.
 - (i) Glad hand committee at door.
- 5—The policy of rotating chairmen at meetings.
- 6—How can chorus singing be made successful and useful?
- 7—What are and what are not proper stunts for Rotary club meetings?
 - (a) For the purpose of promoting acquaintance.
 - (b) For the purpose of mixing up members.
 - (c) For the purpose of advertising members.
- 8—Visits to places of business of members.
- 9—Outings and picnics.
- 10—Special meetings for "My Lady."
 - (a) Value to Rotary and Rotarians.
 - (b) Character of meetings.
- 11—Relation of entertainment or program or luncheon committee to the Publicity Committee.
 - (a) Should they co-operate?
 - (b) What are the possible results from co-operation between these committees?

(Attendants at this Round Table are urged to bring with them exhibits of literature, etc., appropriate to the discussions.)



Dave L. Wilson
Past President
Oakland Rotary Club

R. F. Chapin
Treasurer I. A. of R. C.

Shirley D. Biggs
Secretary I. A. of R. C.

J. H. Conlon
Sergeant-at-Arms
I. A. of R. C.

Round Table of Membership Committees.

Vice-President Robert H. Cornell, Convener.

TOPICS:

- 1—Investigation of Proposals.
 - (a) Personal credit.
 - (b) Personality.
 - (c) Firm credit and standing.
- 2—Membership Problems.
 - (a) Classifications.
 - (b) Associate members.
 - (c) Honorary members.
 - (d) "Involuntary Past Rotarians."
- 3—Preparation and publication of lists of vacant classifications.
- 4—Are waiting lists desirable, and if so, how should they be kept?
- 5—The usefulness and propriety of a secret Membership Committee.
- 6—Is membership in Rotary an individual or a firm membership?

Round Table of Fellowship Committees.

Vice-President John E. Shelby, Convener.

TOPICS:

- 1—The Relation of the Fellowship Committee to the Entertainment, or Program, or Luncheon Committee.
- 2—The duty of the Fellowship Committee in the assimilation of members, new and old.
- 3—How to extend greetings at the door of the meeting room.
 - (a) To active members of the club.
 - (b) To members of the club who have been absent for some time.
 - (c) To visiting citizens of the community who are not Rotarians.
 - (d) To visiting Rotarians from other cities.
- 4—How may the work of the Fellowship Committee be divided up so as to accom-

plish the greatest amount of work with the least expenditure of time on the part of any member of the committee?

- 5—Instructions for members of the club who are going to visit Rotary Clubs in other cities.
- 6—Should the Fellowship Committee act as a visiting committee in case of sickness of members?
- 7—"The Content and Extent of Rotarian Fellowship."
 - (a) Where it begins.
 - (b) Where it ends.
 - (c) What it includes.
 - (d) Illustrations of how it is different from other fellowship.
- 8—How can the work of the Fellowship Committee forestall the action of a "dis"-membership committee.
 - (a) Opportunities with new members.
 - (b) Opportunities with members delinquent in attendance.

Round Table on Local Club Publications.

Vice-President W. D. Biggers, Convener.

TOPICS:

Local Club Publications.

- (a) What is their particular value?
- (b) Who shall edit them?
- (c) Shall advertising space be sold?
- (d) How should they be financed?
- (e) How often should they be issued?
- (f) Should the usual meeting notice also be used?
- (g) Exchange of ideas on shape, style, make-up, etc.
- (h) How should "write-ups" of members be handled?
- (i) The exchange list.

(Delegates expecting to attend this Round Table are urged to bring sufficient copies of their local Club publications to exchange with other local editors present.)

Afternoon Session (2:00 to 5:00).**Round Table of Club Secretaries.**

Vice-President W. H. Alexander, Convener.

TOPICS:

- 1—Duties and responsibilities of a secretary.
 - (a) To his President.
 - (b) To his Board of Directors and Committees.
 - (c) To the I. A. of R. C.
- 2—Location of Secretary's office.
 - (a) Separate club office.
 - (b) Office in connection with member's business.
- 3—Equipment required in Secretary's office.
 - (a) To secure office efficiency.
 - (b) To be of service in trade and commerce to own members and to visiting Rotarians.
- 4—Compensation of Secretary.
- 5—Training of Assistants.
- 6—The honorary secretary with paid non-Rotarian assistant vs. the paid or non-paid member Secretary.
 - (a) Advantages.
 - (b) Disadvantages.
- 7—The Rotary Club roster.
- 8—Courtesies to visiting Rotarians.
- 9—Courtesies to Clubs and individuals of other cities to be extended by correspondence.

Round Table of "On to Convention" Committees.

Vice-President W. A. Peace, Convener.

TOPICS:

- 1—Who are best fitted to represent the Club?
 - (a) The "good-fellow" sort of a chap.
 - (b) The active and serious-minded member.
 - (c) The non-active but serious-minded member.
 - (d) Club officers.
 - (e) Men who have been at previous conventions.
- 2—How should delegates be nominated?
 - (a) By the President of the Club.
 - (b) By the Board of Directors.
 - (c) By the Club in open meeting.
 - (d) By a nominating committee.
 - (e) By a primary ballot.
 - (f) By asking for volunteers.
- 3—Election as a delegate a trust and not a treasure or an honor.
- 4—Payment of expenses of a delegate.
 - (a) Paying for entire delegations.
 - (b) Paying for one or some number less than the entire delegation.
 - (c) Paying a part of the expenses of several men who will make up the delegation.
 - (d) Relying upon men who will pay their own way.
 - (e) How to get the money to pay the delegates' expenses.
- 5—The value of notebook and pencil to the delegate.
 - (a) At the Convention itself.
 - (b) En route to or from the Convention.
- 6—How the delegate should be prepared to say something worth while when called upon to speak at cities en route to or from the Convention.
- 7—The relation of the visiting members to the delegates and their duties.
- 8—How to select a route to the Convention.
- 9—How to arouse enthusiasm and interest which will provide a special car or special train to the Convention.
- 10—Things to avoid after having been selected as a delegate.

Round Table of Publicity Committees.

Vice-President Frank C. Riggs, Convener.

TOPICS:

- 1—What is desirable publicity for a Rotary Club?
- 2—How shall it be secured?
 - (a) Who should be on the publicity and press committee?
 - (b) Co-operation with newspaper editors and reporters.
 - (c) Value of "exclusive feature leads" for same general story to each of several papers.
 - (d) Supervision of members' talks and papers before the club.
- 3—Undesirable Notoriety.
 - (a) What is it?
 - (b) How to avoid receiving it.
 - (c) Difference between sensationalism and strikingness.
- 4—International feature of Rotary a means for securing publicity locally.

Round Table of Public Affairs Committees.

W. B. Paddock, Chairman International Public Affairs Committee, Convener.

TOPICS:

- 1—The Place of the Rotary Club in such altruistic work as is variously called civics, public affairs, public welfare, com-

munity interest, community improvement, civic improvement, charities.

- (a) Shall activity be strictly along non-partisan lines?
 - (b) Promotion of public improvements.
 - (c) Parks and playgrounds for children particularly.
 - (d) Hospital work and charities.
 - (e) Interest in school affairs.
 - (f) Interest in general city affairs.
 - (g) Interest in state affairs.
 - (h) Good fellow and big brother movements.
- 2—Are best results to be expected from action by Rotarians—
- (a) As Rotarians, acting collectively?
 - (b) As business men, acting individually?
 - (c) As members of other organizations?
- 3—A review of the duties and opportunities of a Club "public affairs" committee.
- (a) In cities of over 500,000 population.
 - (b) In cities of from 150,000 to 500,000 population.
 - (c) In cities of from 50,000 to 150,000 population.
 - (d) In cities of less than 50,000 population.

Round Table on "The Rotarian."

L. D. Hicks, Chairman Publication Committee, Convener.

TOPICS:

- 1—Relationship of THE ROTARIAN to Rotary.
 - (a) To the International Association.
 - (b) To the local clubs.
 - (c) To individual Rotarians.
- 2—Kicks and grievances of the past year.
- 3—Is a non-Rotarian circulation desirable and if so, how shall it be secured?



H. D. Hicks Louis D. Hicks,

- 4—How can THE ROTARIAN be made a better magazine.
 - (a) For Rotarians individually.
 - (b) For local Rotary Clubs.
 - (c) For non-Rotarians.
- 5—Shall the monthly news letters of Club doings be eliminated?
 - (a) Are they read?
 - (b) Do they render any real service?

Evening Session (7:00 p. m.).

BANQUET AT THE EXPOSITION.

In the "Old Faithful Inn" at the "Yellowstone Park" concession on the zone.

International President Mulholland presiding.

President Victor of San Francisco toastmaster.

This will be a formal affair for Rotarians and ladies. San Francisco is noted for her dinners and banquets, but she promises to surpass even her reputation with this one.

TOASTS—

"Altruism—The New Moral Note in Modern Business," by Jacob R. Perkins of Sioux City (Iowa). (See next page.)

Four Speakers at Wednesday evening banquet at the Exposition.



J. R. Perkins J. R. Perkins

J. M. Clapp J. M. Clapp

W. L. Leigh W. L. Leigh

"The Joy and Value of Acquaintance-Making," by Joe Mitchell Chapple of Boston (Mass.), Editor of The National Magazine.

"The Highway and the Byways of Success in Business and Finance," by John A. Britton of San Francisco, Vice-President and General Manager Pacific Gas & Electric Co.

"Rotary in the British Isles," by W. L.

Sleigh, J. P. chairman of delegation from Great Britain and Ireland.

"A Smile and a Handclasp," by Frank L. Mulholland of Toledo (Ohio).

Nominations for Officers and Directors of International Association of Rotary Clubs.

The Glee Club of the Minneapolis Rotary Club, it is expected, will sing at the banquet and at other appropriate occasions.

Thursday, July 22nd, at Oakland

9:00 A. M.—

The ferry boat to convey the convention delegates, visitors and ladies to Oakland will leave the San Francisco Ferry building promptly at 9 o'clock. Upon arrival at the Oakland pier automobiles will be provided for the ladies while the men will be conveyed by trolley cars directly to the entrance of the Municipal Auditorium.

Morning Session.

9:45 TO 10:30 A. M.—

Polls open for election of officers at Municipal Auditorium. Ballot boxes will be provided in charge of judges and clerks. A printed Australian ballot will be prepared for use in voting. (This will be distributed on the ferry boat.)

10:00 A. M.—

Meeting of General Committee to elect Board of Directors, International President Mulholland, presiding.

10:30 A. M.—

- 1—Call to order and address of welcome by President V. O. Lawrence of the Oakland Rotary Club.
- 2—Response by President Mulholland of the I. A. of R. C.
- 3—Report of Committees and completion of unfinished business of the Convention.
- 4—Report of Committee on Public Affairs, W. B. Paddock, Ft. Worth (Texas), Chairman.
- 5—ADDRESS—
"Rotary's Province and Limitations in Civics and Charities," by Chas. G. Heifner of Seattle (Wash.).
- 6—ADDRESS—
"Rotary's Relation to the Dream of Universal Peace," by Allen D. Albert, of Minneapolis (Minn.).
- 7—Report of Committee on Resolutions, Wm. Gettinger, New York City (N. Y.), Chairman.
- 8—Reports of Special Committees.
- 9—Report of Committee on Transportation (explanatory regarding the return trips and post convention tours), Hugh G. L. Campbell, Toledo, Chairman.



V. O. Lawrence

Allen D. Albert

12:30 P. M.—

Recess—during which the regular weekly luncheon of the Oakland Rotary Club will be held in the Municipal Auditorium in a room adjoining the Convention hall. All those present at the Convention will be the guests of the Oakland Rotary Club for luncheon.

Afternoon Session.

2:00 P. M.—

- 1—Report of Judges of Election.
- 2—Report of Secretary of the General Committee (election of Board of Directors).
- 3—ADDRESS—
"Rotarizing the World," by Frank Higgins, of Victoria, B. C.
- 4—General Discussion of the address and the following correlated topics:
 - (a) Extension Work in the United States.
 - (b) Extension Work in other countries.
- 5—Presentation of cups.

6—Installation of officers.

7—Summing up of the convention by the President-elect.

Adjournment.

5:00 P. M.—

Meeting and dinner of the Board of Directors and Officers-elect at Hotel Oakland for election of Executive Committee, Secretary and Editor, for receiving invitations from cities for next convention, for consideration of matters referred to the Board of Directors from the Convention Sessions or Round Table meetings and in general for establishing and clarifying the

policy and procedure of the organization for the ensuing year.

Friday, July 23rd

Morning Session.

9:00 A. M.—

Reception to and conference with the newly elected Vice-Presidents by the delegates of their respective divisions of International Rotary. These conferences will be held simultaneously in the Convention hall at the Auditorium in San Francisco.

Upon the adjournment of the divisional conferences the delegates and visitors will proceed in a body to the Exposition.

Important Information for Delegates and Visitors

Resolutions.

Rotarians who wish to present resolutions to the Convention should forward the same as soon as possible to Chesley R. Perry, Secretary International Association of Rotary Clubs, 910 Michigan Ave., Chicago (Ill.), U. S. A., who will deliver them to the Resolutions Committee. If the resolutions are not prepared in time to mail to Chicago before July 1st, they must be delivered to the Secretary or the Chairman of the Committee on Resolutions before 11:30 o'clock A. M. Monday, July 19th, at San Francisco. Resolutions must be typewritten on letter size paper (8½ by 11 inches) on only one side. They must be in triplicate and all three copies delivered to the Secretary, or the Committee Chairman. The following general form should be followed.

A Resolution Relating to

.....(Give subject)

Offered by

Whereas (and then state the facts, argument or cause for the resolution)

It is Resolved by the Sixth Annual Convention of the International Association of Rotary Clubs,

That (and then give the resolution)

These are the instructions of the Executive Committee and compliance with them will promote the efficiency and success of the Convention and insure the accuracy of its records.

Sunday Registration.

Arrangements have been made for the registration of delegates and visitors on Sunday preceding the day of the convention at Bare Bros. Furniture Store, located on Union

Square near the St. Francis Hotel. It is desirable that as many as possible register Sunday and not postpone this important action until Monday morning. Each delegate will present his credential card, pay the registration fee of five dollars and receive his badge, book of tickets, and everything that a delegate always gets at a convention. The book of tickets provides for admission to entertainments and also to sessions of the convention. Men visitors will also pay the registration fee and receive badges, tickets, etc. At the time of registering the delegates and visitors are expected to register for any ladies in their party and secure tickets, badges, etc. for them. The ladies are not expected to register in person nor pay the registration fee as they will be the guests of the San Francisco and Oakland Rotary Clubs. They will, however, be required to present tickets for admission to the sessions of the convention.

Those delegates who have not filled out cards before reaching the registration bureau may fill them out there.

The registration bureau will be in charge of the Credentials Committee of the International Association assisted by the registration committee of the San Francisco Rotary Club. Monday morning the registration bureau will be transferred to a room adjoining the convention hall at the Auditorium.

Principal Entertainment.

The entertainment program of the San Francisco and Oakland Clubs had not been completed at the date this was written but the principal feature of the entertainment will be the Exposition. In the book of tickets given at the time of registration there will be some tickets of admission to the Ex-

position and to some concessions on the Zone. The big banquet Wednesday night at the Yellowstone Park concession probably will be the most elaborate entertainment feature on the program. This will be for both men and ladies.

Rotary Day at the Exposition.

Tuesday, July 20th, will be Rotary Day at the Exposition, and Tuesday night most of the delegates and visitors will be at the Exposition grounds having a good time together.

Other Entertainment.

While the sessions of the convention are in progress it is expected that all Rotarians in San Francisco will attend. During these sessions provision has been made by the San Francisco and Oakland Rotarians for the entertainment of the visiting ladies. Automobile trips to places of interest in and around San Francisco, such as the Presidio, the famous Golden Gate Park, Chinatown, and the other features which are mentioned in the advertisements of the San Francisco Rotary Club on pages 131 and 144 in this issue of THE ROTARIAN probably will consume a great deal of time. In addition there will be luncheons, dinners, dances, etc. It is quite likely that the Rotarian hosts will provide several visits to the great Exposition for all delegates and visitors.

Tuesday will be Rotary Day at the Exposition. The ladies will go out driving and be joined there by the men in the evening, when there will be special "doings."

On the trip to Oakland Thursday the ladies will be met at the Ferry Boat landing at Oakland with automobiles and taken for a drive to the university grounds at Berkeley where they will enjoy a musical concert in the famous Greek theatre of the university. This will be followed by a drive back to Oakland and a luncheon at the Hotel Oakland. In the afternoon the ladies will be taken on another automobile trip through the beautiful hills and valleys surrounding Oakland (some of the Illinois and Iowa Rotarians may call them mountains and canyons). Thursday evening for those who remain over there will be a dinner-dance at the Hotel Oakland. The same evening there will be a dance and possibly two at San Francisco for those who do not remain in Oakland.

Trade and Professional Sections.

A bulletin will be posted at the Convention Auditorium giving the time and place

of each trade and professional section meeting. A printed list which will give the names of the chairmen, also will be distributed. Wherever possible these meetings will be held at the places of business of the San Francisco members of the different sections.

Your Mail.

Have your mail addressed in care of the Rotary Convention, San Francisco Exposition Memorial Auditorium. The Auditorium will be open from eight o'clock in the morning until late at night and there will be some one there in charge of the "Rotary Post office."

Headquarters.

The official business headquarters of the convention, the secretary's office, registration bureau (committee on credentials), transportation committee, resolutions committee, etc., will be at the Memorial Auditorium.

Hotels.

The San Francisco Rotary Club writes relative to the hotel situation that there are a number of fine hotels in the Convention City, aside from The St. Francis, The Palace, and The Stewart, at which no Rotarian need be ashamed to stop, which are modern and more up-to-date than the leading hotels in many cities, and where rooms may be secured at prices ranging from \$1.50 per day up. The Hotel Committee of the Club had signed up contracts for nearly 2,000 first-class rooms for Rotarians by the middle of May.

The Golden Wheel.

It is the plan for No. 1 Club (Chicago) to escort to No. 2 Club (San Francisco) the Golden Wheel after it completes its visits to the Rotary Clubs in the International Association. The famous invitation will be exhibited at the Rotary Convention in San Francisco, and after adjournment will be placed on exhibition at the Exposition until the close of that wonderful fair.

California Rotary Loyalty at Stockton.

Secretary Beane of the Stockton (Calif.) Rotary Club writes: "It is the intention of all our members to visit the Convention for at least one day during Convention Week."

Fire Insurance Section Talk.

The Fire Insurance Section in Rotary at its meeting at San Francisco during the convention will be addressed by Mr. Willard Done, Representative on the Pacific Coast of the National Board of Underwriters. His subject will be "Education and Conservation as pertaining to Insurance."

Pointers for Convention Delegates

(The following pointers for delegates to the San Francisco-Oakland Convention were compiled from an address delivered by Rotarian Ralph D. Baker, former president of the Camden (N. J.), Rotary Club, at the Conclave of the Rotary Clubs in the Eastern Division, U. S. A., at Philadelphia, Feb. 23, 1915.—Editor's note.)

THE taking of written notes by the delegates en route is one of the most useful aids the delegate can render to his local club. There is not a town he will visit, not a Club function he will be privileged to attend, but that will provide something of use to his own organization.

In almost every town where the journey is broken the delegates will be asked to say a few words before the local club. This privilege should not be accepted lightly. Every delegate should be prepared to say something worth while in three minutes. If there is an unsatisfactory condition in your own club ascertain if the clubs you visit have had the same difficulties and how they have met them.

Clubs are judged by their delegates. "He is the best delegate who reflects with credit the best that is in his own club."

The Convention Committee of each club should select a route which will bring the delegates in touch with the greatest number of clubs. Delegates should stop off whenever and wherever possible. The perfunctory meeting of delegates with no endeavor to retain name, face or city, defeats the purpose of Rotary. Your newly made acquaintances should be studied carefully so that acquaintances made en route will ripen into friendship at the Convention, and not cease thereafter. Seek the friendship of Rotarians, establish points of Inter-City Relationship.

Do not under any circumstance permit yourself to be drawn into election caucuses en route. Until all of the candidates have been presented at the Convention you should keep your mind open and untrammelled for the reception of new impressions, so that your choice on election day will be "the man most worthy and qualified for the office."

If your club is interested in civic affairs get in touch with the civic conditions and activities of the towns you visit.

It is vital that you reach the Convention City the day preceding the Convention and register immediately.

Familiarize yourself with the program and decide to attend sessions promptly.

Be prepared to enter into discussions which shall come before the Convention.

Study resolutions and constitutional amendments which may be presented. None should be permitted to slip through without discussion.

The day previous to the Convention the General Committeeman should call a meeting of his delegation, and act as chairman. Daily meetings should be held for conference purposes and to assign duties to each delegate.

The Committeeman should be the official spokesman for his delegation. One of his most important functions is the participation in the election of a Board of Directors. This duty is paramount to any other he will have, as the business of the International Association is conducted by the Executive Committee which is selected from this Board.

The larger our Convention becomes the more intensive work will be done in the Round Tables. Study the topics beforehand.

The Trade and Professional Sections have been advanced to the first day to promote acquaintances of men in the same lines. Every man at the Convention should be present at his Classification meeting.

The men who are visitors, but not delegates, should meet and co-operate with the general committeeman and the delegates.

After the work is completed and the Convention is adjourned, then play with a willingness which will gratify your host.

When the delegates have reached home again how can the message of the Convention be transmitted to the local clubs?

The General Committeeman should call a meeting of the delegates as soon as possible, and prepare a written report covering those points and impressions gathered, which will not be covered in the written reports which come to the club during the year. The atmosphere of the Convention, its intensiveness, its inspiration, all of those intangible things which are more easily said and diffused by a talk, should be transmitted to the club before they have faded from mind. Each delegate should report such details as he has gathered on his trip.

Seek to apply new facts to your particular club. Any changes which may have been made in the Constitution, or precedents which may have been set, should be reported.

Information gained at the Convention should be made use of during the club year.

Proposed Rotary Code of Ethics

Which Will Be Included in the Report of the Committee on Business Methods to be Presented at the 1915 Convention

(Included in the report of the Committee on Business Methods which will be presented to the 1915 Rotary Convention at San Francisco, for adoption as the Code of the International Association will be the Rotary Code of Ethics for business men of all lines, which was presented to the 1914 Convention at Houston. At the 1913 Rotary Convention at Buffalo a resolution was adopted authorizing the incoming administration to appoint a commission to prepare a code of ethics to be submitted at the following annual convention. President Greiner appointed as this commission or committee: Robert W. Hunt, Sioux City, chairman; Osceola Archer, San Antonio; Geo. W. Harris, Washington; J. J. Jenkins, Los Angeles; Martin C. Roiter, Milwaukee. The Committee's report was presented at Houston in 1914 by Rotarian J. R. Perkins of Sioux City, in the absence of Chairman Hunt. The proposed code and excerpts from the preface were printed in THE ROTARIAN for August, 1914, and are republished in this issue so that all Rotarians may have ample time to give the proposed code ample consideration before it is submitted to the 1915 Convention for action.)

THE latest dictionary defines Ethics as the "science of human duty" and in the last two words of the definition there seems, in the opinion of your committee, to be set forth the great change that is coming over our standards of modern business.

* * *

IT IS the realization of our human duty that is responsible for ethics in business and it is the daily living and application of this human duty that is bringing about the great change in business. Revision is seen on every hand, and in everything, the old is being tested, the out-worn discarded and the unnecessary eliminated. The frictions of life are being gradually reduced and its joys and satisfactions through brotherly love and the application of the golden rule increased.

* * *

AT THE Buffalo Convention last year the newer ideals were everywhere. The great work of that Convention stands as the evidence. Men knew what they expected of Rotary, knew what Rotary should stand for and yet there were no two of them who could give you the same definition of Rotary and these men, whose homes are in many parts of the earth, came looking for the same undefinable something, and it is this same something that has brought these same men and many more to this Convention. They have heard the echoes of the horns of the outriders of this new idea and recognized the coming of the new aristocracy, whose name is Character and whose standard is Service.

MOST of us for over a generation have constantly heard of Business Standards and when we read them set forth in large type in display ads we think that particular advertiser is Window Dressing and has most of his goods in the window, but no advertiser has yet reached that point of self-assurance where he would advertise My Ethical Standards.

* * *

PHYSICAL conditions in commerce and industry have been revolutionized in the last fifty years and the great underlying fact is that Business Standards are becoming ethical. Your Committee is not attempting here to define ethical standards, but to place before you conditions.

* * *

NO ONE of us is competent to draft a code or creed for Rotary. Nothing that any of us might compose could be expected to stand without amendment—general and constant amendment.

* * *

YOUR committee, while at first elated with the honor of appointment, has had time in reflective moments to realize its responsibilities and become fully conscious of its littleness. We are deeply indebted to many men for the inspirations, the suggestions and help which have made it possible to present to you for discussion the drafted.

[The proposed Code of Ethics appears on the opposite page.]

The Rotary Code of Ethics For Business Men of All Lines

Which Will Be Reported and Recommended for Adoption at the San Francisco Convention

MY BUSINESS STANDARDS shall have in them a note of sympathy for our common humanity. My business dealings, ambitions, and relations shall always cause me to take into consideration my highest duties as a member of society. In every position in business life; in every responsibility that comes before me my chief thought shall be to fill that responsibility and discharge that duty so when I have ended each of them, I shall have lifted the level of human ideals and achievements a little higher than I found them. In view of this your committee holds that fundamental in a code of trade ethics for International Rotary are the following principles:

- FIRST:** To consider my vocation worthy, and as affording me distinct opportunity to serve society.
- SECOND:** To improve myself, increase my efficiency, and enlarge my service, and by so doing attest my faith in the fundamental principle of Rotary, that he profits most who serves best.
- THIRD:** To realize that I am a business man and ambitious to succeed; but that I am first, an ethical man, and wish no success that is not founded on the highest justice and morality.
- FOURTH:** To hold that the exchange of my goods, my service, and my ideas for profit is legitimate and ethical, provided that all parties in the exchange are benefited thereby.
- FIFTH:** To use my best endeavors to elevate the standards of the vocation in which I am engaged, and so to conduct my affairs that others in my vocation may find it wise, profitable, and conducive to happiness to emulate my example.
- SIXTH:** To conduct my business in such a manner that I may give a perfect service equal to or even better than my competitor, and when in doubt to give added service beyond the strict measure of debt or obligation.
- SEVENTH:** To understand that one of the greatest assets of a professional or of a business man is, his friends, and that any advantage gained by reasons of friendship, is eminently ethical and proper.
- EIGHTH:** To hold that true friends demand nothing of one another and that any abuse of the confidences of friendship for profit is foreign to the spirit of Rotary, and in violation of its Code of Ethics.
- NINTH:** To consider no personal success legitimate or ethical, which is secured by taking unfair advantage of certain opportunities in the social order that are absolutely denied others, nor will I take advantage of opportunities to achieve material success that others will not take because of the questionable morality involved.
- TENTH:** To be not more obligated to a Brother Rotarian than I am to every other man in human society; because the genius of Rotary is not in its competition, but in its co-operation; for provincialism can never have a place in an institution like Rotary, and Rotarians assert that Human Rights are not confined to Rotary Clubs, but are as deep and as broad as the race itself exist to educate all men and all institutions.
- ELEVENTH:** Finally, believing in the universality of the Golden Rule, **ALL THINGS WHATSOEVER YE WOULD THAT MEN SHOULD DO UNTO YOU, DO YE EVEN SO UNTO THEM**, we contend that Society best holds together when equal opportunity is accorded all men in the natural resources of this planet.

Summary:—

THE MOTIVE OF THE CODE. It is not the Greek motive of Ethics, which is based upon perfecting the person and perpetuating the State simply to preserve the Ego, but this code is predicated on love. That is, the Rotarian does not do right simply because it preserves himself, but because he had rather be destroyed than to destroy another. Thus this code of ethics is founded on love.

THE VALUE OF THE CODE. This Code does not take sides in the present dispute in society between the Conservative and the Liberal. It argues nothing merely because it is conservative or liberal. This Code seeks one thing—the value—the utility of the Ethics it propounds. The utility of the Code and not its liberalism nor its conservatism has been the ideal of the men who wrote it. By this it must stand, for by this it can not fall.

Attendance at Convention a Profitable Investment

IF THOSE who have never attended a Rotary convention could have knowledge of the inspiration, education, lasting benefit and pleasure of these gatherings, every Rotarian who could possibly go would do so.

The meeting and associating with Rotarians not only from every large city in the United States but from those in Canada, England, Ireland and Scotland is an education worth the effort to obtain.

The high class of men of which the delegates are largely composed impresses the fact that Rotary is a movement attracting the leaders in business and commands the respect of those who before may not have become enthused through membership in the local Club.

The inspiring demonstration of fraternalism at these meetings raises those who are fortunate enough to experience it out of the

miasmatic belief that the chief duty of man is the acquisition of money, into the purer one that to consider the comfort and pleasure of others is at least as important, and that the putting of this belief into practice results in pleasure quite as enjoyable and to some more so on account of its novelty.

Knowing from the experience obtained at two International Rotary Conventions that the amount of time and money necessary to attend them is not expense but an investment paying large returns, I would be remiss in my duty to my fellow members if I did not urge them to make the investment in the San Francisco Convention, believing that those who do will obtain from it returns which they would not part with, if they could, for twice the amount of the investment; and best of all, the dividend can never be lost.—*GEORGE W. DUFFUS, President Pittsburgh Rotary Club.*

A Merited Boost For San Francisco's Exposition

Newcomb Carlton, President of the Western Union Telegraph Company, has sent the following Bulletin on the San Francisco Exposition to every employe of the Western Union:

A WESTERN Union Employe is a person of wide acquaintance and often an authority on what is going on in this great country of ours. To you, as such, I want to emphasize what has been done in San Francisco in the creation of the Panama-Pacific Exposition—an Exposition which is not a San Francisco or a California but a World's Exposition—the benefits and responsibilities of which belong to the people of the United States.

It is the duty and privilege of our Company and of all employes to support this crowning achievement of Exposition Architecture, Art and Exhibits.

Individually we grow in comfort and prosperity as grow the comfort and pros-

perity of our fellows and the opportunity offered by the Panama-Pacific Exposition for the educational advancement of the nation exceeds that offered by any other Exposition since 1876.

Tell your friends and acquaintances of this great achievement for it is entirely doubtful if in our time it will be equalled.

Work for its success by stimulating interest. Let it be said that the virile forces of the Western Union organization have done their full share toward the success of the great Exposition and stand loyally back of the men and women of California who have advanced civilization by this historic educational opportunity.

—*NEWCOMB CARLTON.*

Visitors at Exposition Inquire About Golden Wheel

The Exposition Company has advised the Rotary Office that visitors to the Exposition are daily inquiring about the Rotary Golden Wheel and where it is located.

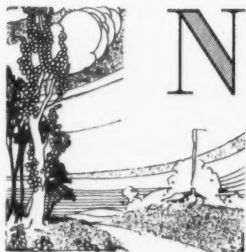
The Exposition Company has been in-

formed that the Golden Wheel is still on its trip around the world, but that it will be in San Francisco in July, and we hope to have it placed in the Palace of Fine Arts during the remaining period of the Exposition.

—*GRINDINGS (San Francisco).*

Climate and Clothes in California

By Fannie Harley



NO BETTER place on earth could have been chosen for the International Rotary Convention than San Francisco. Everybody's city is the best city on earth—but San Francisco is the different city, the irresistible city, the most cosmopolitan city in the world, with a care free atmosphere, an ineffable lure which draws and holds.

Situated on the point of a peninsula, surrounded on three sides by bay and ocean, sheltered by mountains on north and east, the world renowned California sunshine tempered by cooling winds, there sweltering summers of the east and middle west are unknown. From April to October brisk trade winds blow over it, and coming directly from the ocean these breezes carry with them the exhilarating and healthful salt tang of the sea.

So much of enjoyment depends upon comfort, and the greater part of comfort depends, not so much upon being seasonably clad, but clad according to weather and climatic conditions regardless of latitude or month! It has been said that in San Francisco one's wardrobe should consist of a fur collar and a linen duster—and not without a modicum of truth.

As a general thing July—the month in which the Convention will be held—is cool, comfortable and delightful. One can dress with dignity and sleep and eat with perfect enjoyment and comfort. Medium weight underwear is necessary. Medium weight suits are most in evidence. Felt or hard hats take precedence over straws, but there are straws and panamas, and a-plenty! Contemptible as it may seem to always have a string to everything, just here one is necessary unless you want to play "spin-the-platter" down Market Street with your latest millinery investment, and come up much befuddled by that frisky wind which has blown off your hat, tossed your langtry bang over your forehead like a colt's mane in a blustery pasture, and as you are rallying yourself to hurl some invective at San Francisco and its weather—by way of chastisement for your

sacrilege—along comes another flurry. Ah, but you will like it! You will revel in it! Knowing how to keep your hat on and your mouth shut will mark you as a true San Franciscan.

Sometimes in July the weather may play a trick on you. Along about two o'clock in the afternoon Old Sol may assemble his forces from the Southland and "warm things up a bit." But on the night of that same day, and every other night, you will need your overcoat. That delightful wind coming from the paradoxical Pacific will make you slide down into your collar and walk—not saunter or stroll—but walk, a genuine San Francisco walk. Are you not beginning to love it? Nothing like it on earth! And yet another trick. Some daring beau feeling the morning warm and inviting dons white suit, hat, and shoes, but, as if in jest, a cold wave comes up and the gay Lothario completes his summer make-up with winter overcoat and fur collar.

There will be Lady Rotarians at the Fair! Dame Fashion bore you all in mind. In truth fashion makers both at home and abroad must have been thinking of the two Expositions and the Pacific coast since each and every style and fashion and fabric seems to have been designed for them. Those chic coat suits of myriad designs, with light weight blouses, are just the things for street wear. Why, of course the designers had the



"Spinning-the-platter" down Market Street

Panama-Pacific Exposition in mind; that is the reason the skirts are full and short so "My lady" can again walk instead of sliding or hopping.

No, you do not have to leave those high top novelty boots at home. Just the thing!—Not only pretty but comfortable both for day and evening wear, but there is no relegating pumps to the background.

You will be absolutely sure Dame Fashion had San Francisco in mind when she decreed among her liberal number of hat styles an infinite variety of small ones, for the little ones, with the *dernier cri* in veils, looking more like lamp shades than a lady's adornment, are most appropriate and comfortable. Other need for hands besides holding onto hats or pushing blown locks from eyes, may be found.

Lawns, cotton, or sheer materials are seldom seen on the streets of San Francisco. Voiles, silks, satins, and light weight cloths are best for street dresses, along with a scarf, a throw, a stroll.

"One hour of the night is worth all of the day." So it is sung and San Francisco tries to prove it. In the theatres and fashionable cafés, under dazzling lights—beauty, richness, extravagance know no bounds. Magnificently gowned women, elegantly attired men, a glitter of jewels, a night of splendor, of gaiety, of music! Large hats if you like—this is the time and place to wear them, the time to think of style and fashion for you will be reminded that the men and women of San Francisco "dress." Warm wraps and even furs, overcoats and scarfs in the evenings, you must have. Rain in July in San Francisco would be almost a miracle, but, *entre vous*, an umbrella may come in handy for protecting your plumes from an occasional fog, and if you are foolish enough to get up real early the next morning you may catch

the other end of that same fog. At times, a little fire in the evenings and mornings is most genial while sitting in warm robe and woolly slippers "thinking it over."

The Exposition itself is located in a natural amphitheatre, just inside the Golden Gate, sheltered from the winds and fogs of the Pacific, fronting its whole length on beautiful blue, island-dotted San Francisco Bay. Perfect physical comfort may be enjoyed while viewing this wonderland of magnificence and display of genius by exercising a little care in dressing.

From knowledge of how to dress in California gained by long residence, may be made a rule: *Dress from the outside in*, in layers like an onion, so if it warms up in the afternoon a layer may be taken off, and as the sun declines, replaced.

In good warm auto coats most delightful is the trip through Golden Gate Park, brilliant with flowers, green with trees and shrubs of every clime; out onto Ocean Boulevard overlooking the broad expanse of the Pacific Ocean, the wind blowing fresh and brisk and salt; and on to the Cliff House for a view of the famous Seal Rocks. And as you gaze you may draw your fluttering coats about you and drink in the cold air of the sea. Perchance the day is calm and bright

—just peel off the auto coat, for surely you know San Francisco well enough by now to be prepared in the next layer for an emergency.

Surprising is the difference in temperature between the peninsula city and those just across the bay. Instead of a few minutes' ferry trip it seems as though one had been transported to another clime.—More straw hats, summer suits, light dresses, blouses, and jackets are left behind. A tramp about the campus of the University of California and the Greek Theatre may make



Peeling off as day grows warmer.

it necessary to shed coats and mop brows.

Leaving San Francisco, south over the "Valley Line" through the heart of the great fertile San Joaquin Valley, much of what has made California famous may be seen and a greater appreciation of her wonderful productiveness gained.

Half the truth is not truth at all, so the whole truth about the San Joaquin Valley in July is that it is hot and dusty. Its summers are long and rainless, with clear sunshiny days, due to the east winds blowing over it. Very light underwear is necessary, light suits, blouses, shoes, and hats with brims; but the light wrap must be in evidence. Fortunately it grows cooler in the evenings, *as a rule*.

A trip through California would not be complete without a visit to Yosemite National Park and Merced is the gateway. The journey into the Park is hot, dry, and dusty, but any inconvenience suffered is entirely lost sight of in the presence of the grandeur, and inspiring creations of Nature. To sit under the benign shade of the wild famed Big Trees of the Mariposa Grove, to feel the spray of crashing waterfalls, to ramble through marvelous canyons, to inhale the fresh night air, to feel the warmth of good blankets while you sleep to the lullaby sung by the wind in the tree tops—is recompense.

With courage the Valley trip is continued, past vast fields of grain, orchards, vineyards, groves of oranges, figs, and lemons, hundreds of red-winged blackbirds rising from tule marshes complaining noisily of the intruding train, and yellow-breasted meadow larks with elusive notes trilling a lay to Nature.

In Los Angeles, in July, summer holds sway. With light clothing and the ingenuity to take advantage of her offerings Los Angeles will prove herself a most delightful summer hostess. The ocean is near at hand with many and brilliant resorts. If you suf-

fer from the heat it will be your own fault because comfort is within your reach. Light wraps are sometimes necessary in the evenings and something warm for indoors both mornings and evenings will add to your comfort.

You will be sorry you are not as conveniently constructed as an elephant as to trunk facilities when you take your trip to Mount Lowe. On a one day journey to the top and back it is summer when you leave Los Angeles, spring when you arrive at Laurel Canon, and winter when you eat your lunch

at Alpine Tavern. Prepare for a mountain climb and outing and the riddle is solved!

San Diego claims the shortest thermometer in the world. The Pacific tempers it from the cold of winter and the heat of summer. This is one part of California where it can be truthfully said the air is balmy, where winter never comes, where spring ever lingers, where roses bloom all the year. Here outdoor life is agreeable at all times. If "Heaven is a place where you can go without a coat in the daytime and sleep under blankets at night," then San Diego is Heaven.

Help out the southern cotton growers. Wear white suits, dresses, hats, shoes, gloves. San Diego demands it. The stage setting of

the Exposition is not complete without it. Starched collars may be left off. For once a man may be sensibly and properly dressed at the same time. Silk shirts with belts and no coats are just the thing. A parasol and large hat for the daytime, a mantilla or other throw for the evening, My Lady.

To really understand the mystery of the great love everyone bears California and to drink in the true California spirit and atmosphere the return trip north should be made by automobile over El Camino Real (The King's Highway), with a stop at each of the Missions. The coast trip is much



My Lady will need her wraps in the evening.

cooler than the one through the valley, but there are hot stretches the first half of the way. A warm auto coat, a linen duster, cool shirts and blouses, veils and hats for sun—and you are off.

To the Franciscan Fathers is due the early development of California; in 1769 the Mission of San Diego was founded and the history of California begun. Mission Santa Ynez established in 1804 made the occupation of the sea coast line complete from San Diego to San Francisco, there being nineteen missions situated one day's journey apart on the famous Camino Real, which now forms part of the \$18,000,000 State Highway. Most of the Missions are in ruins, some exist in memory only. Santa Barbara alone remains in the hands of the Franciscans, where the same conditions exist as in early days.

There is much to see on this trip besides the missions. San Gabriel is situated in one of the richest valleys in the State. Paso Robles surrounded by gnarled and mighty oaks is noted among the curative resorts of the world. Santa Cruz is the play-

ground of the Pacific Coast—the land of gay out-of-door sports—and a short side trip through the mountains takes you to the Big Basin, the State Redwood Park.



San Diego permits soft collar and shirt sleeves

Farewell to the myriad twinkling lights of San Francisco! Across the bay, to the north and east, and into the Sacramento Valley! Spoiled by the cool and exhilarating atmosphere of San Francisco this part of the trip will seem excessively hot and dry, but at Sacramento the train begins to climb and the weather grows cool beyond Redding. A new world is entered upon, a third and greater Exposition lies before you. Nature's Exposition of the Pacific Northwest—"the land of a thousand wonders." The scenic glories of the Siskiyou are about you. Shimmering white Mount Shasta looms up in the distance. Here is a scene brush cannot paint nor pen portray. It must be seen,

felt, smelled, touched. To glimpse the beauties of these mountains is to eat of the lotus and the charm is maddening! So fare ye well!

Business Is Business

"**B**USINESS is Business," but men are men,

Loving and working and dreaming,
Toiling with pencil or spade or pen,
Roistering, planning, scheming.

"Business is Business," but he's a fool
Whose business has grown to smother
His faith in men and the Golden Rule,
His love for a friend and brother.

"Business is Business," but life is life,

Though we're all in the game to win it.
Let's rest sometimes from the heat and strife,
Let's try to be friends a minute.

Let's seek to be comrades now and then,
And slip from our golden tether.

"Business is Business," but men are men,
And we are all good pals together.

—From *Rotaria*, Birmingham (England).



Interesting Items from the San Francisco Exposition

A Trip Abroad at Home

See the chemical action on goods and hear the \$40,000.00 electric pipe-organ in the German Exhibit in the Liberal Arts Building at the Panama-Pacific International Exposition.

If you are interested in china or cutlery do not fail to see Germany's display of \$5,000.00 Bavarian china vases, made especially for exhibit there and the famous Henckels "Twin Brand" Cutlery. Germany will also have a wonderful picture exhibit in the Fine Arts Building.

Take "Honorable" tea under the Cherry Blossoms of Old Japan; see the magnificent art collection of the Mikado, and wander among the 1,000 years-old dwarf trees of the flowery kingdom in Japan's greatest exhibit.

In the Transportation Building, Great Britain will show a model of a 50,000 passenger steamship; in the Palace of Manufacturers, textiles, fine arts and crafts and Sheffield plate; while in the Fine Arts Building, 40 of Whistler's masterpieces will be included in the British Exhibit.

Visit the Young Republic in the Palace of the "Forbidden City" and see first-hand the mysteries of the Orient.

See the ruined cathedrals, universities, and works of art of war-torn France in the French Pavilion.

Enter the sacred portals of a real Turkish mosque.

Journey through the scenic wonderland of Canada.

Austria-Hungary, despite the war, will also be represented with a number of Vienna's priceless paintings and portraits, Bentwood furniture, carpets, rugs and countless other things of interest.

Get first-hand information about the Central American Republics.

Make a trip to South America and gain intimate knowledge of the trade possibilities of our great sister republics.

See the wallahoes, deer, baby kangaroos, and 10 Old-men kangaroos. They are but a part of Australia's splendid representation.

Meet Me at Our State Building

More states participate in the Panama-Pacific International Exposition than have ever taken part in any other World's Fair, a majority of them having completed their buildings long in advance of the opening of the "Jewel City."

In style of architecture, these state buildings range from the purest classic to types characteristic of the locations they represent.

Oregon firs have been used to rebuild the Parthenon;

Virginia has reproduced Mt. Vernon, the home of George Washington;

Illinois has erected a beautiful structure where magnificent statues of Abraham Lincoln and others of her famous men may be seen;

The Old Bay State Capitol recalls traditions of Massachusetts;

Indiana has built a hoosier homestead.

Each is headquarters for the people of its state where mail may be received, appointments kept, lounging and rest rooms enjoyed. Many have club features also.

Most of these State buildings will also for the first time in Exposition history show in motion picture theatres their resources and wealth, industries and farms, and "See America First" attractions.

The Garden of Allah

The floral wealth of the world pays tribute to California's climate in the Panama-Pacific Exposition landscape.

Expert gardeners have transplanted the rarest flowers of India, New Zealand, China, Japan, Central and South America, Africa, Hawaii, the Philippines and Europe.

Holland sent 50,000 tulips and hyacinths.

The Philippines gave 400 species of orchids.

From Cuba came royal palms.

From Australia giant ferns and trees were sent.

Orange and lemon trees in blossom and fruit are California's gift.

For landscaping \$3,000 an acre was spent at St. Louis; San Francisco has spent \$14,000 an acre.

Flowers will be in constant bloom because of the introduction of a system of rotation in planting.

Evergreen Hedge a Big Sprinkler

The sprinkling of a lofty evergreen hedge on the southern boundaries of the Panama-Pacific International Exposition excites the comment of thousands of visitors. The whole green wall suddenly spurts forth water as if it were a fountain in one of the Exposition courts. The hedge is a hollow wall, comprised of shallow boxes lined with mossy green plants, which are screened over the top with fine net wire mesh. The fence that formerly bounded the Exposition grounds was utilized as a framework for these boxes, which were set on edge and ranged upon the frame exactly as sections of a sectional bookcase. Workmen can walk in the alley between the double row of hedge boxes, as they face both ways, and create the effect of a living hedge both inside the grounds and out.

Concerts Daily on \$12,000 Organ

A \$12,000 organ in the Palace of Mines at the Panama-Pacific International Exposition, is proving a wonderful attraction, concerts being given every morning, afternoon and evening by famous organists.

"Scientizing Acquaintance"

ARE you making friends in International Rotary?

Are you extending your circle of acquaintances beyond your own club?

☐ Are you meeting Rotarians who come to visit your club?

☐ Are you meeting other splendid fellows as you visit Rotary clubs of other cities?

☐ During the anniversary month, did you exchange letters with some fellow Rotarian of a distant city?

☐ Are you or have you been serving on an international or intercity committee of Rotarians?

☐ Have you met at the International Conventions and Divisional Conferences bully good fellows whom you don't want to forget?

☐ I can see you nodding your head and saying: yes, yes, yes.

☐ But what are you doing to preserve a recollection of the acquaintances and friends you have so happily made?

☐ One of the best things to do is to invest fifty cents or a dollar in a little card file and then carefully enter each man's name and address on a card together with brief data as to his business or family connections, his appearance, his personal characteristics, traits, expressions, when, where and the circumstances under which you met him.

☐ At first, as the number of your cards is few, a simple alphabetical arrangement will suffice but as your file grows you will want to introduce some geographical guide cards so as to segregate your friends by countries, states or cities.

☐ The average man thinks that he can always rely upon his memory to bring to mind the people he has met but the fact is that at the given moment the average man cannot recall one-tenth of the people he has met. More than that, the average man has no conception of the interesting and vital facts which he once learned about people but has since forgotten.

☐ Scientize acquaintance? Yes, be scientific in making acquaintances and be scientific in recording the data which may aid you to "Warm mere acquaintance into business friendship and harness the great power of friendship to do its part in the world's work."—C. R. P.

The Many Sided Rotary



"Where there is no vision the people perish" — Proverbs, 20:18.

Every meeting of Rotarians, especially meetings where members from different clubs get together, is rich in contributions to Rotary philosophy and Rotary literature. Among the following articles are extracts from some of the papers read and talks made at joint meetings held in February to celebrate the Tenth Anniversary of Rotary.

The Decennial of Rotary

By Glenn C. Mead

THE first club containing a suggestion of Rotary was founded in London in 1659 and was called the "Rota" because it favored changing a certain number of members of Parliament annually, by rotation. Its objects were political and Butler makes reference to its members in two lines from *Hudibras*:

*But Sidrophel, as full of tricks
As Rota-men of politicks.*

The club met every evening at the Turk's Head in New Palace Yard and debated political subjects, deciding each question, at the close of the discussion, by ballots deposited in the club ballot-box. The meetings were crowded, and water and coffee were drunk, at one Miles' who had purposely constructed a large, oval table with a passage way in the middle through which to deliver his coffee to the seated members.

Distinguished men of the day belonged to the "Rota," including John Milton, poet,

Sir William Petty, economist, James Harrington, author of *Oceana*—an imaginary republic, Andrew Marvell, a political writer, Cyriac Skinner, Sir Henry Nevill and their friends. Samuel Pepys, the diarist, visited the Rota-men in 1660 and reports a good discourse upon whether the Roman government was a stable government, the question being decided in the affirmative by ballot of the club, according to custom.

The "Rota," like other coffee clubs of the seventeenth century, had no permanent clubhouse and imposed no dues upon its members the only financial liability being that each member should pay his own score after the meal. This famous club was broken up by Charles II on account of its advocacy of republican ideas; which no doubt is the historical explanation why the Rota-men of the twentieth century have rigorously excluded politics from their clubs.

After wandering 246 years through interstellar space the dauntless soul of Rotary once more returned to earth on February 23rd, 1905, taking the precaution, however, to re-

NOTE.—Address delivered by Former International President Mead at the Conclave of the Eastern Division U. S. A., at Philadelphia, Feb. 23, 1915.

A Bigger Job for the Business Man

THE business man has usually financed civilization and the time is ripe for him to take a hand in guiding it according to his enlightened convictions. When the history of our age is written the man most studied will not be the statesman, nor the poet, nor the scholar, but the twentieth century business man. Did he recognize his responsibility towards his fellow men, or did he delegate that to statesmen and philosophers?

incarnate itself in the gentle bodies of business men instead of political radicals. The result was more than satisfactory, for, instead of being chased off into the realms of Chaos and Old Night, Rotary has, in her reincarnated form, received a tumultuous welcome from a once inhospitable world. Ethereal, indeed, must be her being, so quickly and so widely to diffuse herself over this terrestrial ball. Even London, where erstwhile was found "one so poor to do her reverence," has restored her shrine and kindled her altars with the bright, pure flame of service. Rotary, reconciled and reassured, may exclaim in the joy of her restoration:

*Yet I doubt not through the ages one increasing
purpose runs
And the thoughts of men are widened with the
process of the sens.*

The whole story of Rotary is the story of the widening of men's thoughts and minds. In its beginning Rotary was entirely a trade and acquaintance proposition; it had its origin in great cities where the difficulties of getting acquainted with more than a limited number of people are proverbially great; small circles of acquaintance and friendship are apt to be the rule and neighborliness is a rare and somewhat inconvenient virtue.

It is to the everlasting credit of the business men of Chicago, San Francisco, Oakland, Seattle, Los Angeles, New York and Boston—the first seven cities in the United States to have Rotary Clubs—that they sought deliverance from a condition of being strangers to one another. The plan of bringing the many and varied businesses and professions together into a club of practicable size and proportions caught the attention and stimulated the interest of these men and men of other cities.

From February, 1905, when the Chicago Club was born, a period of nearly four years elapsed before the second Rotary Club came into existence, that of San Francisco, in November, 1908. From that time the formation of clubs quickened. Five were organized in 1909 and eight during the first six months of 1910, making a total of fifteen

clubs in being at the time the Chicago Club sent out its call for a National Convention.

The Chicago Club usually receives most mention on account of its early organization, but as a man deserves less credit for being born than for the righteous acts of his rational life, so to my mind, the parent club deserves far and away the greatest credit for conceiving the idea of a national organization of Rotary Clubs and bringing such an organization into existence. The event of overshadowing importance in this decade of Rotarian activities was the formation of the National Association of Rotary Clubs in Chicago in August, 1910. From fifteen clubs at that time, with a total membership of 2,500, the number has grown by leaps and bounds until there are today 154 clubs in the United States, Canada and the British Isles, with a membership of 18,000. This

growth has been as sound and wholesome as it has been startling in rapidity. The newer clubs have the benefit of the experience of all those that preceded them and are as efficient in their early operation as they are high-grade in their personnel.

This wonderful growth is due to the oversight and efficient administration

Rotary's Self-Assumed Burden

ROTARY of today has occupied advanced ground. It has boldly taken up the business man's burden. This burden consists in the performance of a duty to society, to civilization, to Christianity—namely "to love your neighbor as yourself." This is the ideal that the Rotarians of the year 1915 are devoted to, and the enthusiasm of the newer Rotarians for the ideal side of Rotary bespeaks a public conscience quickened for social service.

of the National Association which became in 1912 at Duluth the International Association. The enormous quantity of correspondence and literature handled by the Association Headquarters has enabled the means and methods used by each club to be cleared for the use of all the clubs. Without the splendid service rendered by the Association neither the present growth of Rotary could have been attained nor could the different clubs have obtained the invaluable data and information on Rotarian matters that have contributed so effectively to the upbuilding of the clubs and their skillful management.

The educational features of the great yearly conventions have further assisted most substantially in establishing the new clubs on an efficient basis from the very day of their organization. Five annual conventions have taken place; at Chicago, 1910; Portland, Oregon, 1911; Duluth, 1912; Buffalo, 1913; Houston, 1914. The high ratio of attend-

ance at these conventions is impressive; 14 out of 15 clubs attended the Chicago convention; 19 out of 28 were at Portland; 41 out of 50 at Duluth; 77 out of 83 at Buffalo and 110 out of 128 at Houston. President Gundaker of Philadelphia has tersely pointed out the significance of these five conventions as follows:

Chicago—Organization.
Portland—Legislation.
Duluth—Expansion.
Buffalo—Inspiration.
Houston—Fellowship.

A careful study of what was said and done at these conventions will remove most of the doubt and confusion that exist as to Rotary's sphere of activity, its spirit and its aims. The Portland Convention very definitely indicated the position of Rotary in civic movements and in relation to public trade bodies by approving the report of the Civic Committee of the Association which recommended the following local by-law:

Matters of general importance affecting the common welfare may be considered at meetings of the Rotary Club for the following purposes ONLY:

1. The information and cultivation of the members.
2. That the members may intelligently co-operate as individuals to exercise such influence in the community and on public sentiment as could with propriety be exercised by any individual.
3. To render such assistance to organized public movements WHEN REQUESTED BY THE CENTRAL COMMERCIAL ORGANIZATION OR THE SPONSOR OF SUCH PUBLIC MOVEMENT, as is within its power, when such movements seem of sufficient importance and merit.

At the Duluth Convention the question was raised whether a Rotary Club should be charged with the duty of rendering assistance through official channels to a stricken or disabled member after the manner of a fraternal or beneficial order. The question was decided negatively by a resolution drafted by Allen D. Albert of Minneapolis, and passed by the convention, as follows:

RESOLVED, That it is the sense of this

Convention that inasmuch as brotherhood is fundamental to Rotary, therefore in all the fortunes of fellow members, successes and failures, matters of the spirit and matters of material welfare—the true Rotarian is directly concerned; and that in cases where material help is needed the spirit of Rotary is better expressed in the individual co-operation of fellow members than in formal action by the club.

The Resolutions Committee at this convention refused to report out a resolution which provided for a ritual of initiation for new members and the proposal has not been revived.

All of the above actions of our conventions show a wise and determined attitude not to encroach upon the proper province of other organizations like our Chambers of Commerce, Boards of Trade, Commercial Clubs, Civic Associations, Beneficial Associations,

Fraternal Orders, etc. Rotary has methods and purposes of its own and a field of endeavor broad enough to require its entire energy and attention. Strict adherence to purely Rotarian precepts and duties will best enable Rotary to accomplish its mission and attain its aims.

What is the mission of Rotary? At the start its aims were intensely practical

but they have steadily broadened and demonstrated the capacity of Rotary to evolve. The union of the clubs in a National Association marked the end of the chrysalis state in Rotary. From that time the movement has developed steadily in strength and character. While Paul Harris is the Father of Rotary his greatest service to the cause consists in the unflinching encouragement and support given by him to Rotary's every impulse for greater and higher service. He has not believed a static condition wholesome or appropriate to the ever turning wheel of Rotary. To his open and broad mind it has been clear that the familiar lines—*Time makes ancient good uncouth; they must upward still and onward who would keep abreast of Truth*—have their application to the great movement which he founded.

Rotary of today has occupied advanced

Ideals Need "Punch" Behind Them

IDEALS never will be realized if they are merely the entertaining conversation of spectators. They must have "punch" and the man behind the gun in this world's affairs who can give ideals the necessary "punch" is the business man. In the battle for success the business man rises to heroic size and mold. Proud the age that may claim this seasoned soldier of affairs as its type; proud is Rotary that its ranks are filled with leaders such as these.

ground. It has boldly taken up the business man's burden. This burden consists in the performance of a duty to society, to civilization, to Christianity, namely, "to love your neighbor as yourself." This is the ideal that the Rotarians of the year 1915 are devoted to and the enthusiasm of the newer Rotarians for the ideal side of Rotary bespeaks a public conscience quickened for social service and silences the protest of all doubters.

We older Rotarians may look askance at these young crusaders under the banner of "Service" proclaiming man's brotherhood, but they are not to be denied. Having enlisted in a noble cause they are determined to have Rotary measure up to the highest obligation thereof. You and I cannot stop Rotary from putting this ideal into practice, nor should we want to—in fact there lies our particular duty, viz., to see that the ideal is applied and not merely proclaimed.

There are sound reasons why an organization of business men should interest itself in the realization of a worthy ideal. First of all, because the problem of social welfare is at its bottom economic and business men are the experts *par excellence* on the subject of "How to Make a Living." Poor Richard has told us that "It is hard for an empty bag to stand upright."

The social, moral and economic life of a people are closely interwoven, and conduct, as well as comfort, depends upon the success of the bread-winner. Business and commercial life have largely shaped our civilization, and contributed of their savings to the maintenance of church and school; but does the duty end there? Can the business man wisely say: "I am a practical man of affairs, don't bother me about ideals—the poets, scholars, dreamers and preachers are for that?" Such an attitude is quite calculated to cause a breakdown in the whole structure of society, for thereby the strongest, ablest and most influential element withholds its support from the moral promptings of the community.

The business man has usually financed civilization and the time is ripe for him to take a hand in guiding it according to his enlightened convictions. When the history of our age is written the man most studied will be, not the statesman, nor the poet, nor the scholar, but the twentieth century business man. Did he recognize his responsibility towards his fellow men, or did he delegate that to statesmen and philosophers?

Rotary has the answer. Power and influence in modern society entail obligations. The business man has more power and influence in our social order than any other factor. Is he going to use it? Rotary says yes! Ideals never will be realized if they are merely the entertaining conversation of spectators; they

must have "punch," and the man behind the gun in this world's affairs, who can give ideals the necessary "punch" is the business man.

It is well that Rotary developed on its practical side first, for altruism, like charity, begins at home. Without a sure and safe financial basis a business man is not in a position to apply ideals or practice altruism. Civilization has increased the necessities of the human family and resources are indispensable.

In the battle for success the business man rises to heroic size and mold. In that struggle he is ever on the firing line, repairing destruction here, bringing up reinforcements there. Hard times, panics, fires, floods, strikes, failures, litigation, dishonest help, imprudent endorsements, rash adventures, sickness, accidents, all at one time or another rise up to torment, thwart and dismay the captain of industry, his lieutenants and his men. In such stress and storm of business campaigns the character of the business man is molded; in the bitter but thorough school of experience and at the University of Hard Knocks, he has acquired the courage, the sagacity, the discretion, the judgment; the knowledge of human nature, that make him the peer of all his contemporaries. Proud the age that may claim this seasoned soldier of

San Francisco—????

Rotarians Must Supply the Answer

THE significance of the five Rotary Conventions that have been held has been pointed out by President Gundaker of the Philadelphia Club as:

Chicago—Organization
Portland—Legislation
Duluth—Expansion
Buffalo—Inspiration
Houston—Fellowship

The word that shall be written after San Francisco depends upon the number and character of delegates which the Rotary Clubs send there, and the **work** which the delegates.

It's all up to you Rotarians, you who go and you who stay at home and send men to represent you and your club.

San Francisco—????

affairs as its type; proud is Rotary that its ranks are filled with leaders such as these. Of them it has been said: *Seest thou a man diligent in his business? he shall stand before kings; he shall not stand before mean men.*

Centuries ago when Vesuvius' consuming fire and lava overwhelmed with death and destruction the great cities of Herculaneum and Pompeii a Roman soldier stood guard in the streets of the latter city charged with a

sentinel's duty. In the wild terror and tumult of that dread day the soldier knew but one purpose, his soldier's duty, and at his post he still stands, a monument to the discipline and fidelity of Rome's warriors.

If in time to come, greed, luxury and selfishness shall bring to ruin the communities of which we are today a happy part, there will be found amid the social wreck, one, typical of his brethren, who kept the faith of toil, honor and brotherly love—a Rotarian.

Hitting the Bullseye in Rotary

By Samuel Cook of Syracuse (N. Y.) U. S. A., at Philadelphia

IF ALL of us here today could unite on a platform to guide our clubs in what we might consider the practical side of Rotary; if having adopted such a scheme, we had the power to go to all the clubs in the International Association or in our own great division and say "These are the rules we have made for you and you *must* follow them";—we would be in error.

One of the worst things that could happen to Rotary would be to attempt to put this cherished youngster into a straight jacket so that it would grow as we in our vision believe it should. Such a course would dwarf and stifle Rotary.

Rotary as an organization is young. It is vigorous, yes, but what the larger and more permanent elements in such a social growth will be we can not now anticipate. We must wait. Things which are growing must be free to grow and our business for the present is to fertilize and cultivate, trim a little here and prune a little there, and then watch the plant grow in accordance with the laws of its own vitality until it finds "its place in the sun." This does not mean that we are to allow Rotary to run wild. The more vigorous the growth, the more necessary is wise training. But isn't it too early for any one to say what he thinks Rotary should be or how Rotary ought to grow.

This may seem to be shooting in the air, but it is necessary to waste a few shots in sighting a gun and getting the range before "Hitting the bull's-eye."

Quite frequently a Rotarian is asked by some one on the outside what benefit he secures from his membership. If he's a thinker he expounds his own theory in his own way. It is easier many times to take the other fellow's word for it and so our

Rotarian, if he has a good memory, may answer in the words he has heard or seen so many times in print that he:

Makes the acquaintance of men he ought to know; enjoys wholesome good fellowship; is enlightened as to the other fellow's work, problems and successes; is stimulated in the desire to be of greater service to his fellow men and society in general; begets business through friendships formed and confidence he is able to inspire in himself.

The objects as printed in the constitution really form my target, and yours too for each is aiming to secure all or a part of these benefits.

While we celebrate here the tenth anniversary of Rotary, the spirit of Rotary is much older than ten years. Lowell says "A truth discovered yesterday is as old as history." Our discovery of the truth is the new thing, not the truth itself.

Rotary is one form of a fresh manifestation of a dream or hope that has lain deep in the mind of man for closer human fellowship. Society is dotted with organizations which have sprung up in obedience to this call of the spirit in man. Nowhere in society, as I view it, has the outgrown epoch of ancient individualism lingered as it has among business men.

Rotary expresses as nothing else does in modern society the *Comradeship of Business Men*. This is my bull's-eye in the Rotary Target.

So far as I know, Rotary is even now the only spot in our lives where business men week in and week out meet and mingle for a comradeship which is simple, human, genial and prophetic of the future, a comradeship far above the level of the daily grind of business.

This is the bull's-eye we must pierce to obtain working efficiency in our clubs. By developing in comradeship we smooth out the road for the other things, the details of the practical.

The psychological fact from which have come all great movements in history is contained in the idea of comradeship. Without this we can do nothing. Whoever would change men's lives and move the world must begin by bringing men together and holding them. Not alone bodily together but together in thought and sympathy.

In Syracuse we believe in songs and freedom and in familiarity. We never have a meeting without music and we believe this plan has done much for us. Flakes of foam on the surface show which way the tide is running. Let us not be too serious in our conduct of Rotary affairs.

With comradeship obtained almost anything within reason is possible in Rotary. With the power generated therefrom Rotary is equipped for some very useful and important things. Thank the gods! we are living down the small criticisms which have come our way on account of the old idea of the exchange in trade favors. Our present basis of membership saves us from another criticism or suspicion which might arise under other conditions. Around our tables are concocted no trade arrangements. We include no groups of members who can use our fellowship as a cover for any scheme or local combination. On the contrary, we speak in the dimensions not of one trade but of all business. We have our fellowship above all local interest and its outlook is such that it furnishes each man a background from which to study his own place in the whole. Such big views encourage big ideas of the business world. They develop good cheer and confidence in all but the chronic pessimist.

This influence toward optimism is all the more efficient because of our freedom from the usual restraints. Certainly it behooves all good Rotarians to be optimistic. They should be leaders among those who have confidence in the business future of their communities and their country at large.

Rotary is a man's organization. We have no room for the type of men to whom the world refers as snivellers.

The phrase "Business is rotten" should

have no place in the Rotarian's vocabulary for at most it is only one of those half truths which are in the end the biggest kind of lies. The other side of it is that almost invariably when business seems to droop, the great mass of our people are settling down to sounder, safer basic habits of life which will tomorrow bring great recuperative resources for all trade.

Everything in the last analysis is a state of mind—or of the liver. Panic is a state of the mind. Pessimism and Optimism are the reflex of states of the liver. Most of us are subjects of nervous dyspepsia but in some thank God the disease is not so pronounced as in others.

In our Rotary Clubs then let us always promote business confidence. Here is a practical thing for us to do at all times. We can keep a stiff upper lip and shout "Three rousing cheers" even if down in our hearts we may have a glimmering of doubt as to just whether we mean it or not.

Rotary stands for business as a profession. It gives something more than money making as the meaning of business. It concentrates the attention of Rotarians upon the fact that business is one of the great functions of a complex society. It brings men together in a way that helps them to understand that the work of feeding, clothing and satisfying the physical wants of man is a great joint service. It teaches them to realize the great truth that exists in our motto.

In doing these things Rotary must become a power in helping all who are in it to better serve each other and society in general. As the wider, deeper and lasting effects of any human fellowship are indirect it would be a big mistake to judge Rotary by any specific thing it does or fails to do this year or next. The shaping influences of character and life are by-products of our direct and definite aims.

By the slow process of saturation it is widening the horizons of its members and is preparing us who believe in it for more intelligent co-operation. How far this will go and how much Rotary will accomplish will depend on the wisdom and patience with which we use it in the realization of our business ideals.

To a thorough *Comradeship among Business Men*, I believe great things are possible.

No Spectacular Displays

The opening session of the convention at San Francisco Monday morning, July 19th, will not be marked by spectacular displays. The fun and hilarity are provided for at other times during the week of the convention.

Overtones of the Rotarian Processional

By William S. Essick of Harrisburg (Pa.) U. S. A., at Philadelphia

THERE is on file in the Patent Office at Washington a letter of resignation from a sober, capable employe of that department, giving as a reason for his action, "inventions have practically all been made." That was in 1833. That man is an example of what Rotarians ought not to be—no vision, no hope, no cheer, no ideality.

The *Tachograph* published by the Harrisburg Rotary Club, has the motto—*When it is finally settled that a thing is impossible, watch some Rotarian rise up and do it.* That is optimism and a determination to reach ideals.

The over "practical" man has little use for ideals, experiments or improvements, but if he will not "look up," if he will not assist in the uplifting that we seek to accomplish, then he must be left alone in his dungeon.

Every man has ideals. They rule us for better or worse and we grow into them day by day. The coarse vulgar fellow is lower and meaner today than he was yesterday and the man yearning for the highest and best is daily lifted up by a power greater than himself.

A man satisfied with his present self is a derelict.

An organization minus elevated ideals is a stagnant pool attracting only frogs and all manner of croaking creatures.

An ideal is a mental picture of something not attained but greatly desired.

Dream by night and meet the morning prepared for action.

To be of any value an ideal must rest firmly on the proposition that eventually everywhere, goodness, beauty and truth shall be triumphant over greed, cruelty, crudeness and selfishness. Heaven pity the Rotarian who is satisfied. "The thirst for excellence," says Rotarian Sheldon, "is the voice of God in man."

An ideal unimproved is a diamond uncut. Great ideals cannot be made realities without persistence and enthusiasm.

The telegraph, telephone, wireless and ten thousand other things now practical were

first ideals in the brain of a man. The magnificent buildings of which nations are proud today were once but dreams in some mind.

The golden rule which Ingalls called an "iridescent dream" sprang from the heart of the divine Idealist and is fast becoming the rule universal among men.

Ideals are not born of cowards.

Few idealists have been crowned. Some have been hung, some shot to death, some crucified. Ideals demand courage.

"It is easy in the world to live after the world's opinions. It is easy in solitude to live after one's own, but the great man is he who in the midst of the crowd keeps with perfect sweetness the independence of solitude."

Those who have read Hawthorne's "The Great Stone Face," will remember that it was the boy Ernest who loved the kindly countenance of the rock in the mountain and who daily looked upon it with reverence that in manhood was accorded to be the true incarnation of the noble features, sweet expression, marvelous sympathy, strength and power of that Face, in preference to the rich man, the warrior, the orator or the poet.

The words of Ernest had power because they harmonized with his life. Even so, shall we all grow like unto our ideals.

The Ideal of Rotary is not an aristocracy, not an autocracy, but the nobility of loftiest democracy.

Rotary would haul down the black and bloody flag of selfishness and float aloft the pure, white emblem of service—service, e'en through sacrifice—service without thought of gain.

Let us then have ideals the highest, purest and noblest. Let us teach them and sing them and live them.

Let us be men clean of speech, clear in judgment, fair in commerce, kind in conduct, honorable always; walking closely with him who said "I have given you an example that ye should do as I have done."

All hail Ideal Rotary and thanks be to God, the best is yet to come.

Sermons by Rotarians

Do not forget that Sunday morning, July 18th, a number of the pulpits in San Francisco will be filled by Rotarians who will preach lay-sermons on the text "He Profits Most Who Serves Best."

The Local Club and Internationalism

By J. R. Perkins of Sioux City (Iowa), U. S. A., at Chicago

THE subject assigned, put concretely, is just this—how can the horizon of a local Rotary club be widened? Can a given Rotary club attain to an international consciousness? Is a world Rotarian possible?

First, this is a problem of myself. Can I, with certain definite prejudices; with a positive physical and mental heritage; with a code of morals practically made for me at birth, with fixed opinions in religion and the science of government, with perhaps peculiar beliefs about the importance of my own mission and the mission of my own nationality to the whole of the race and with a sort of commiseration for other peoples and other forms of society—can I achieve an international consciousness?

And what is an international consciousness? It is simply a compounded consciousness. And a compounded consciousness is a community—a community of interests in contradistinction to group interests. And by the community I mean that which is co-extensive with all human life on this planet.

The formation of a Rotary community—and this shall be our definition of internationalism—depends on some one essential idea—an idea not necessarily defined in some unalterable creed, but an idea felt in a universal human experience.

An idea common to Rotary does not mean uniformity, but unity—union with variety. For variety inheres in the genius of Rotary. The one, big idea in Rotary is the more attainable because of variety.

Rotary has to deal with almost an infinite variety of temperaments. The widest possible range of human activities are found within its body. It really runs the gamut of the arts and crafts and professions of men. It is destined shortly to be a polyglot movement. Shall it become a mere tower of Babel—a confusion of tongues? Or shall it be a Pentecost, with every man speaking in his own tongue, but understood by every other man because of the unity of the idea that moves to utterance?

The essential idea in Rotary—whatever it is—should be voluntarily agreed upon. There should be no attempt at a forced coöperation. Mechanical unity is worse than none. We don't want a hammered consolidation in Rotary. If Rotary does not weld naturally here

is full-proof that a common and essential idea is not yet working at its heart.

Is there a test for Rotary whereby we can determine its underlying idea and the health and the strength of that idea? There is. Nothing could be more simple. Here is that test—if what appeals to southern Rotary seems of no particular significance to western Rotary; if what is deemed quite important to eastern Rotary does not move with conviction upon southern Rotary; and, more largely now, if Western hemisphere Rotary possesses an idea whose value it cannot make Eastern hemisphere Rotary feel, then that idea is not essential enough to compound the consciousness of separate nationalities and can never be more than local. For the coöperation of local Rotary clubs in an international movement cannot be a matter of by-laws and a constitution, but of a big, universal, magnetic idea—an idea that expresses a common experience and also a common hope. If, in a word, the moral consciousness that pervades my little local club is but the echo of the moral consciousness that pervades the race, then I have found the idea—this is my cue.

When a local Rotary club conceives of itself as being simply a continuation of a great ethical process there will be no trouble about interesting it in the wide horizon of Rotary. When a local club understands that it cannot escape other clubs; that it cannot escape social consciousness its vision will be international.

Rotary is not an accusation; it is not at war with the business codes of yesterday; it has not come to destroy, but to fulfill. But its fan is in its hand and it does separate the wheat from the chaff in business life. It does bring the spirit of interpretation to the commercial codes of men, and its process while not one of destruction, is of alteration. Thus, a local Rotary club should conceive of itself as a member of a universal orchestra touching the instrument of human life so that it will vibrate the lost chord of an essential human unity.

And that great idea is this—we have made the amazing discovery that we can compete in business and yet coöperate in society.

And I believe that potent in all this spirit of interpretation, of cohesion, of discovering the essential community idea in Rotary that

will socialize instead of individuate local clubs, is our magazine, THE ROTARIAN. I do not hesitate to lay on the shoulders of the editor of that publication the major responsibility of giving international direction and international spirit to Rotary. If its articles breathe the spirit of internationalism; if it is wedded to no provincial idols; if it becomes more and more the vehicle for socializing the arts and crafts and professions; if it never

carries mere party appeals; if it insists on no shibboleths; and if its cosmic consciousness keeps pace with the whole of Rotary, then will it become the most powerful instrument we have to shame our partizan zeal; to discover for us our common experience and common hope; and to teach the local club that its very life depends on how it relates itself to every other club; yes, and to every other institution.

The Rotary Why

By Carlos P. Griffin

(For some little time we have had on hand the two following contributions from San Francisco Rotarians. We print them both this month because together they make a doubly interesting exposition of how Rotary is analyzed by the Rotarians of our Convention City, the birthplace of the second Rotary club.—EDITOR'S NOTE.)

THERE are many of you who have followed the automobile long enough to remember with what delight you observed, in reading the description of a new car, "magneto ignition," thereby doing away with the old style "battery ignition." We all became devotees of the new thing because it promised a permanent supply of the life giving sparks for the auto engine, even if we didn't have a car. However, new ideas with respect to battery ignition came along and became so successful that we find today long advertisements defending the magneto against the old newcomer, and this is the position in which we find ourselves today with respect to the Rotary organization.

When the Rotary Club was first started it was frankly a business organization intended to assist its members in obtaining business, and therefore to make it more profitable to individual members the representation in any line was limited to a single member. The idea took like wildfire, when it got a good start, but soon certain of the members began to see a broadening vision of Rotary Club usefulness and gradually the purely business swapping idea was subordinated to the "scientizing of acquaintance and service." This broadening has gone so far that it is even proposed to eliminate the "single man in a classification" idea and it seems as if some one would have either to write a defense of the original plan, or, at least, to examine the structure from the ground up, using experience to assist in reaching a conclusion.

Now, I believe that any institution founded on an improper or impracticable or other wrong basis will be replaced in time by an institution founded properly and practicably, and it may be that the cause for the gradual broadening of the Rotary idea lies in a possible error in the original idea. This possibility I expect to examine at some length, so if I seem to stray afield at times do not be too critical, for if there is any error I would like to point it out and if there is none I will have done the institution a service and it may take considerable space to cover the ground both pro and con.

We have other clubs galore, the Social, Commercial, University, Bohemian, Ad, Olympic, Family, Merchants Exchange, the Grocers' Association, and others too diverse in activities and too numerous to mention. However, few of them *profess* to be for the purpose of advancing the business interests of the individual members, so that point may be considered settled, but, in passing, it may be noticed that the possibility of direct business gain is the real motive that prompts a healthy proportion to join. The Pacific Union may benefit individual members because of its social position and the social position it thereby lends its members, but it is bad form to talk shop at that and many other clubs. This gives the member of the Rotary organization something to hang his hat on. If he does not know his neighbor he can immediately become acquainted by asking him his business and telling about his own business, subjects of vital interest to both. The Grocers' Association and like organizations are for the purpose of advancing

NOTE.—The author of this article is an attorney, and a member of the San Francisco Rotary Club.

the interests of the men in the particular line of business taken up by the association, but aside from an annual dinner there is very little of a social nature about the organization and the members are very little interested in the individual success of the other members.

Plainly, the Rotary Club has something none of these clubs have; first, the member is expected to talk about his business, which is his opportunity to *advertise* himself, his occupation and merchandise to those present (his gain), and it educates his listeners, broadens their general knowledge and develops their tolerance (their gain); second, he is made to feel that whatever business he is following makes him more worth while; third, he has some social diversion in meeting his club members often enough to become well acquainted with them, and there are other advantages of which we will speak later.

The Commercial Club, the Home Industry League and other clubs of this character have large memberships, 800 to 1,000 members, but neither of the two have as representative, enthusiastic and active a membership as the Rotary Club. They cater only to the legitimate business man and urge the high ethical standards urged by Rotary—I think I hear Rulofson or Webster now saying for the thousandth time “always considering that price and quality are the same or better.”

Now in the social type club the doctor may look down on the barber, the hotel man may look down on his butcher and so all along the line, but in Rotary all meet on an equality. In the single business type club there is a similar feeling and each man feels some constraint in talking freely of his business before a crowd of men each of whom is a rival for business with him. Possibly he is asked to tell of his business exploits at a time when the man across the street in the same line is present, which man at once adopts his own business getting scheme to the loss of the inventor of it. This, of course, makes him feel socially shy of the organization. In Rotary no such feeling can exist for each man knows that if he tells of a pet scheme to produce business that it will not be at once put in use by a rival. He is perfectly willing any of the others shall use it for they do not compete with his business. In general a grocer has very little to tell another grocer and the other is not very anxious to hear it, certainly grocers could

not meet once a week, but he would hear the shoeman, the baker, or the candlestick maker with interest.

We are all in the habit of loosely saying that competition is good for trade, but that is only one way of saying that with strong competition profits will be pared down to the lowest notch, that the product will be lowered in quality as far as can be done and meet the specifications, and that the temptations to resort to petty dishonorable practices or even grossly criminal acts will be frequent. The “trust” is merely a modern gigantic proof of the commercial suicide into which aggravated competition has driven the big business concerns. That is not *service*, that is mere business grubbing, that is mere commercialism, the mere grinding out of a dollar for the sake of the dollar.

Now, I know that in the matter of profit rates one institution must necessarily do business on nearly the same basis as most others of its kind and it is no credit to any business to be known as the “cheapest house,” that brings in its train cheap goods, cheap help and cheap service, and I am proud to say that the Rotary idea has nothing in common with that.

As I understand Rotary it means the best goods sold at a living profit. The price must not be so low as to make the seller feel that he is wasting his time, nor must it be so high that the purchaser feels that he has been mulcted. This is the plan of business that every good house adopts for the conduct of a successful business and it is the only plan, which time will justify.

Now, of course, some houses like to be known as high priced places because they cater to a trade that puts the mere spending of money ahead of all other things. Other houses have as a slogan—“..... always sell for less.” I don’t mind saying that it is a Market Street store to which I refer, but the class of trade catered to is reflected in the visibly low grade of goods sold. In fact, junk stores operate on the same basis, but who wants to run one.

In order to make sure of the above statement of Rotary ideals, I conducted a complete canvass of the San Francisco Rotary Club. Without exception the replies were that a good Rotarian should not run a cheap place where cheap goods were sold, because such goods are dear at any price.

A few of the men rather mistook the question asked and replied that a Rotarian should run a high priced place, but they qualified

their answers in such a way in almost every instance to show that they meant exactly the same as was meant by 97 per cent of the others who stated in the words of one of them—"A Rotarian should run a place where reliable goods may be secured at a fair price and where the purchaser may feel sure of a square deal." If I can read words no business house in the world, whether it sells the lowest priced goods or whether it sells the most expensive fabrics, furniture, or diamonds could have a better motto than that.

Now it should be clear that neither the house that is high priced for price alone, nor the house which sells cheap goods because they are the cheapest, can withstand the competition of the business that sells the best goods and gives the best service at right prices, and this one thing, I believe, is a thing that the Rotary Club will hold fast to as long as its motto is "He profits most who serves best."

Profit is not merely money return, but is the consciousness of having done right, of having rendered adequate service, and of having so conducted your business that people will say of you—"that fellow is conducting a business that is as dependable as a bank and he knows how," and in addition to have conducted the business profitably enough to enable you to guard against the inevitable "rainy day."

I would paraphrase Allen D. Albert's noted words as follows: "No Rotarian is ever justified in asking patronage from his associates merely on membership. If he be not ready to provide the same or better service under given conditions than his best competitor not within the ranks of Rotary, he has failed essentially, either to catch the spirit of the organization, or to illustrate that spirit in his business. Men make real progress in business along the broad highways of open dealing, not through the alleys of unearned preferment." Business requires two persons, the buyer and the seller, each of whom must be tolerant of the other. I do not expect more of a Rotarian than of his best competitor for that would show my own selfishness; many of you have had people drive a bargain that left you a loss. I do not expect the impossible in business but trust the Rotary Club to afford me men to deal with who are well known for honest business methods. I do expect and demand the Rotary Club member to have and to build up that kind of a personality which will build up his business better than others.

I have a number of other things to say about the Rotary Club and its methods and in order to fortify myself in your minds and to show you that I am merely the mouth-piece of a composite idea I will explain to you that the canvass I referred to included a series of questions asked every member of the Rotary Club. The questions asked except the last one which I referred to above were as follows:

Would you favor the abandonment of the present limited classification to allow competitors to become members of the club?

Would you favor the elimination of the words "to promote the business welfare of its members" from the objects of the club?

If you did not receive immediate business benefits from the club would you remain a member?

If you did not see any hope of future business benefit from the club would you remain a member?

Outside of business is mere acquaintance with Rotary Club members worth the time and money cost?

Can you talk of your business in other clubs as you do in the Rotary Club?

Has any other club the business equality offered by the Rotary Club?

What do you deem the most valuable feature of the Rotary Club?

What feature do you think is the most permanent Rotary Club feature and why?

The replies showed that only 10% of the members favored the abandonment of the limited classification, while only 8% favored the abandonment of business objects from the by-laws of the club, showing that the club is pre-eminently first and last a business club.

The membership was a unit in not expecting any immediate business returns, but 30% did say they would not remain in the club if they saw no hope of future business, and 22% of the ones answering "yes" dodged the real question about as follows: "yes, though I do not see how one could possibly avoid being benefitted in a business way." They showed by this answer their faith in the business benefits of the club. Another said "which is not possible" meaning that it would be impossible to avoid some business benefit.

The membership was practically a unit in

declaring the value of membership outside of business, but many showed in their replies that they did not care much for mere social clubs and gatherings, so I conclude that the legitimate business appeal is the strongest asset of the club. This is strengthened by the replies to the questions six and seven to which unity five per cent of the members replied that there is no Club equal to the Rotary Club for the possibility of talking your own business and for business equality.

The reply to question eight may be epitomized as follows: "The most valuable Rotary Club feature is its ability to place me on intimate, friendly relations with over two hundred men in over two hundred lines of activity in any of which business may be induced." Note the "may"; the grocer does not have any such hope even remotely in the Grocers' Association.

The most permanent feature of the club was repeatedly said to be the motto—"He profits most who serves best" as "tending to upbuild efficiency and to reinforce character for business."

Now, from the foregoing we can see something of what the men in Rotary Clubs believe with respect to the club, their business, and the business of Rotary Club members in general. They believe that they are running good businesses where the best goods are sold at a fair profit, and what better standard for business is there than that? Can it be possible that a man is in error in telling others about such a business and in asking people to trade with that man? Most assuredly not.

Publicity in business is reached in such diverse ways today that the man with the largest fund gets the most advertising, but is such publicity worth as much as the acquaintances made at the Rotary Club? Most assuredly not. The publicity of advertising dies overnight; friendships may be made in the Rotary Club that will outlast life itself. If any one doubts this just let him look at Uncle Charley Woodward's picture in the Rotary Club rooms. The Rotary Club furnishes a lasting method of obtaining publicity, one method of many in which all men must indulge, and no one of which is alone sufficient for any business.

Now coming full tilt at the question we started out to investigate why "the limited classification and should it continue," I have read a number of great Rotary addresses, but I have not seen in any of them an authoritative statement about what the majority of the members of any club think on this particular

subject. I say on authority that the limited classification constitutes the most unique feature of the Rotary Club, a feature different from all other clubs, a feature approved by 90 per cent of the membership, a feature approved by such a number of men whose ideals are as high as any men in the community that to change it would be to disrupt the club. I say further that no man should fear that he will receive anything save the fairest treatment at the hands of every member of any Rotary Club in the world. In fact, one of the members in answering, hit the business nail on the head when he said—"the members pay their bills."

Now the Rotary Club members are all specialists, from the letters I have received from them and from six years personal contact with them, I know them to be specialists who have high ethical ideals about the conduct of their business. They are in every instance dependable men who make an honest product, sell it honestly and honestly stand back of the product. This policy has made more than good, in the businesses they run. If you do not realize that this is so from my statement, look at the policy of the Rotary Club in obtaining new members, look at the business houses they each and all operate, and then hear the men themselves say something about their business and it will not be necessary for you to take my word on the subject at all.

Now by insisting that the members come from different lines of business we obtain a broader scope in the club than is possible in the "Grocers' Association," for example. We get in this way a truly democratic organization with great breadth of vision. Again note that early in the history of the organization National conventions were held to scientize and standardize the Rotary idea. Note that one of the most insistent ideas is that business shall be conducted on high ethical standards. Note the fierce light now beating on Rotary philosophy and you will see what the result of this broad vision has been.

Why should we have competition? The Socialists say it is useless and wasteful. The California Railroad Commission has laid down a rule that competition is unnecessary, but see what the Commission says: "where a territory is served by a utility which has pioneered the field and is rendering efficient and cheap service and is fulfilling adequately the duty which as a public utility, it owes the public and the territory served as regards the commodity in which that utility

deals, then the design of the law is that the utility shall be protected from competition in that field; but when any one of these conditions is lacking the public convenience may be served by allowing competition to come in." Just change a few words and that applies to every member of a Rotary Club.

Now from what I have said about Rotary Club standards can you not see that the Rotary Club does much better than the utility referred to; 98 per cent of the members said that a Rotarian should run a business where the best goods may be secured at a fair price, and if that is their ideal of business why should their business be interfered with by competition. They give the goods and the service at a right price, so what more can any purchaser ask? Of course, if you want a \$7000.00 limousine, which as a matter of fact will give you no better service than a machine you can get for \$3500.00, you can get it of our genial automobile man, but he will give you good service at a fair price if you tell him you want that kind of service instead of the high priced car, and why not let him do it rather than go to some one else.

I am certain when I order goods of a Rotarian that I will get what I want at a right price, and that is enough for me. In other words, the fact that the members of the Rotary Club are carefully selected for business probity is of itself enough to guarantee the quality of goods and service you will receive from them and is in itself the justification for allowing only such a man to have the opportunity to receive business benefits from association with the Rotary Club.

It may be said that the scope of the Club would be broader than it is at present with competitors as club members, but I do not think it would. At present the only way the membership can increase is to look up new classifications. If there was no such limitation it would be unnecessary to hunt up new classes and numbers of new members could be found in present classes. Now the scope must broaden with new members while with a change the scope would not necessarily broaden.

We must look at another feature, the profit to be gained. It is axiomatic that all business acts must move along the profit highway, let us not deceive ourselves nor try to deceive others, cut price houses where you buy goods below cost are hopelessly out of date. If we cut down the possible business return by half, a third, or a quarter, the time and money cost becomes higher than the profit and hence the club has lost that uniqueness of making its members feel that their time and money expenses are paid by the visible direct or indirect return without which they lose interest rapidly. If there is anything wrong about this there is something wrong about the entire business world and that we are not ready to declare until the Socialists have entirely banished profit making as some of them think they can.

As a matter of fact it often turns out that a man will go for a number of years and not receive a single cent in profit by direct or traceable indirect sales, but the friends he makes are of such a character that he will certainly in time be directly benefitted and he knows that he is building friendships which will in time necessarily be valuable to him.

He remains content in the knowledge that the intimate and faithful friendships he has formed will reward him for the time, personality and money he invests in Rotary.

I conclude therefore from my investigations that every Rotarian is engaged in operating a legitimate business: That every Rotarian takes pride in the high class of the business he runs; that every Rotarian believes that it is his right and duty to foster and boost the business he runs; that because of the facts set forth other Rotarians feel a lively interest in the new Rotarian and his business, and they feel that they can do no better than to assist him and hence the rule for the limited classification needs no apology, it is simply one legitimate method of operating one particular club.

I conclude that the limited classification idea rests on a foundation of service so solid that it cannot be disturbed for a long time to come, if at all.

Promptness Is a Part of Real Service

The man who is not prompt in keeping an appointment or attending a meeting is not taking full advantage of his opportunity to be of true service. The program of the San Francisco-Oakland Rotary Convention is a big one and everything on it is of importance. To enable all Rotarians to get the best from the convention each one will contribute greatly by making himself a committee of one to see that he is on time at each session.

Rotary of Today

(Another Expression of Understanding from California.)

By H. R. Basford, of the San Francisco Rotary Club

ROTARY OF TODAY is the partial realization of Paul Harris' dream expressed in his definition that Rotary is a movement in the evolution of humanity, which lifts men out of that worst of slaveries—servitude of self. We are today on a road which is constantly widening, becoming smoother and more pleasant to travel over. God's sunshine of mutual trust, esteem, desire to be helpful and consciousness of awakening interest in the efforts of others, is all around us, and we are beginning to feel the joy of being allowed to live and work in this beautiful world. We are beginning to see the beauties of service to our fellows, which are at our hand everywhere. We are beginning to know that men as a whole, if we only come to know them, are kind-hearted, fair-minded and desire to do right in business life. The constant intercourse we have with our fellows here is showing us that we must get out of ourselves, extend the limited horizon we have been accustomed to view, from the narrow confines of our own line of chosen endeavor, and are grasping the idea that we cannot live unto ourselves alone or to our own business, but that if we will be ready to serve and more than that, if we will seek to serve, that service will come back to us.

We are beginning to see that we must do something for the world around us, if we would have an excuse to live, and that we can make our lives happier by the very desire to go a little out of our way to be of benefit to some soul who will be made happier by our deed.

"He profits most, who serves best" is not intended to dangle a reward before your eyes as an incentive to do a cleaner, better business or give a better service to your customers or lend a helping hand to those around you. It is an axiomatic statement of a great law. It is the practical, present-day business man's wording of the old words of the Bible:

"As ye sow, so ye shall reap."

This great motto of ours does not intend that you should confine its meaning to Rotary alone but that you should carry it out in your dealings with the whole world around you.

Rotary of today is the school where the desire of service is learned. This desire, first

born to help fellow members, is such a pleasure that it becomes a part of you, and emanates through all your dealings. A good Rotarian is pretty apt to carry Rotary ideas into everything he does. We usually visualize the word "profit" as money—and money profit has its place among all the other profits which come to us.

I would not have the newer members feel that I am preaching a visionary, impossible course of action or living. I would try to show you that the healthful, happy influence spread by the constant meeting of clean-minded men in these luncheons and other events which bring them together, where these Rotary ideas are constantly brought forward, is bringing men generally out of their narrow rut of business, giving them a new idea of life in the business world, and making them realize what a great pleasure business can really be, if we only open our minds, and hearts to the desire to do for one another. In other words, take the old slang phrase—

"Do others or they will do you"

and change it to read—

"Do for others and they will do for you."

Only a little change in phrasing, but what a change in thought and action. If we can come to realize that the dollar is desirable as a means of improving the bodily and mental comfort of ourselves and those dependent upon us, and is honorable just so long as it is clean, but no longer, we are a step nearer the dignifying of business.

Rotary is trying to take envy, hatred and deceit out of business life. What a world this would be if this were realized! You may say this is impossible of accomplishment. Those of us who have worked in this movement for some time, know that in a large measure it is possible. Who will say that Rotary of today is not a long way nearer it than it was five years ago. You hear a great deal about the importance of regular attendance. Let me quote that saying of our own Rusty Rogers:

"Attendance begets Acquaintance,
Acquaintance begets Friendship,
Friendship begets Confidence,
Confidence begets Business."

That is it in a nutshell. It is only by

constant touch with your fellows that you can become really close to them. You must make your presence felt—not necessarily by speech-making or saying witty things. Some of the quietest mannered men in our Club are among the best beloved. Their every-day intercourse as they sit with members at luncheons, stamp their individuality upon those with whom they come in contact.

The idea of limited membership has always been a stumbling block both within and without our ranks. Just now it is engaging the minds of some of the best men in Rotary and they are not all agreed. To my mind, no corporation, city, county, state, or nation can have for its active members (those who sit in conclave), the entire body of men who compose it. The work must be carried on by representatives. In Rotary there is one delegate from each line of business, but the delegate is picked out by the body itself instead of by the business. The result is a harmonious whole. Men of Rotary are realizing more and more, that they carry a great responsibility in being the representative of their business—that their actions reflect in a measure upon their calling.

Rotary of today is making itself felt among all the councils of men. People are beginning to see that it is not selfish or limited in action, but that it is individually and collectively back of everything that is for the gen-

eral good. I believe we are prouder today to be called Rotarians than ever before, because we realize we are coming out of the narrow conception of the word as we used to know it and can stand before the world as exponents of the most unselfish, inspiring, uplifting and practical doctrine which has ever come to the business world. It used to seem as if Rotary would build a wall around itself and be shut out of the world. Defeat and oblivion would have been its only portion if it had done so.

Let us then go from this tenth anniversary celebration resolved to seek opportunity everywhere to spread a smile, a hand-clasp, a kindly word, a tip to a friend where a piece of business can be secured; a feeling of gladness to be alive with the privilege of work to do, work for the joy of working, playing when we may that keener zest may be added to our work, laughing with the laughter in our hearts, accepting our sorrows and hardships as just lessons in the immutable scheme of life, to strengthen and cleanse us.

This is the service we can lend without thought of profit—yet the profit? Words cannot recount it. It will be too varied, too vast for mere utterance, though good, honest, clean dollars will be there—dollars which will be for our comfort and those for whom we live and work.

This is my idea of Rotary today.

Brother Servants

By Stewart Anderson

PUTTING into one sentence the chief requirement of Rotary the language would be: Rotary demands that its members shall be willing to render, and shall strive to be capable of rendering, the maximum of service, both among themselves and to society.

And the only promise that Rotary makes is expressed in the Rotarian phrase, "He profits most who serves best."

He who comes to the Rotarian table comes as a brother servant and not as a gluttonous barterer.

He comes to give of himself and not to gather greedy gold.

He comes filled with the vision of the spirit

of the day in which men are seen as brothers and society is seen as an organism of many members to none of whom the greatest good can come until all are willing to render, and are capable of rendering, the maximum service.

And so I address you by the noblest of all earthly titles. I call you "Servants." For in Rotary, Service is the paramount word and the supreme demand.

I find that an erroneous impression as to the purpose of a Rotary Club prevails to some extent among those outside of Rotary. It is assumed that our organizations are close corporations, whose members are obliged to have business relations with one another. It is thought that Rotary rests upon selfishness. Such harsh conclusions merely show how selfish and suspicious is the world in general.

In his primeval state man was necessarily

NOTE.—Mr. Anderson, of the Massachusetts Mutual Life Insurance company, is Vice-President of the Springfield, Mass., Rotary Club. This article is the major portion of an address delivered by him at the first annual dinner of the Springfield club.

a selfish creature. But in his development as a social creature, and in the evolution of the social body, there has come to him a conception of the one worthy object of his activities. He has learned that if he would attain to the fullest expression of his powers, and thus crown his life with the highest reward, he must be an efficient servant of the general good.

More and more are we hearing about the necessity for efficiency, and for the elimination of waste, both in the using of individual lives and in the processes of making and marketing products of men's hands; and he is behind the times who has not caught step with those who are leading society toward a higher degree of efficiency.

And the more we emphasize service, the more we shall hear of efficiency, because one cannot give the most profitable service unless he is efficient.

To illustrate the change that has come in the social thought, I merely need to give one illustration, which is, the attitude of the public service corporations toward the public compared with what it was less than twenty years ago.

Then, the popular view of them was that their managers sat in costly directors' rooms and said to one another, "The public be damned!" And there was some ground for that view.

But, today, the public service corporations are among the most willing and the most efficient avowed servants of the public. There is a different spirit in their management.

Why, you can almost see the wet tears down the faces of the type in their advertisements as they beg the public to tell them if they fall short in their service and to complain promptly of any neglect on the part of their employees.

They became cognizant of society's view of the obligation of the individual and of the corporation toward the community, and they were among the first to adjust their motives and their methods to the conception of obligation to serve.

To this example I add that of the business of advertising. The conception of an obligation to serve has perhaps no support quite so powerful, in the business realm, as that which proceeds from the advertising clubs of America, local and national. "The business of business is to serve," say the advertising men, and business cannot be an ideal servant unless efficiently conducted, nor unless in its representations to the public, truth is scrupulously

respected; and so the aim of the Associated Advertising Clubs of America is efficiency, and their slogan is "Truth."

Aside from his relation to business, and within the limits of his private relations, such as family, social, religious, and the like, a man's worth is rated today by his willingness and his ability to serve. The man who is a good servant is exalted, but the man who is known as a selfish man is treated with contempt.

Men have found that only in service does the higher nature find satisfaction. In willing services comes a blending of the spiritual and the secular. "He who loses his life shall find it," reflects the spiritual, and "He profits most who serves best," reflects the secular.

We as Rotarians could not be content to ally ourselves to any but the best forces in society; hence we have adopted as our slogan "Service."

In each of our clubs the members are chosen both because of their individual character and because of the standing of the business with which they are connected. The firm, or corporation, or individual business which the member represents is supposed to be the highest representative of that branch of business in the community. The member is supposed to be of character accordant with the standing of the business.

And there is laid on him this dual responsibility: He must do all in his power to maintain in the eyes of the community the esteem in which that business is held, and he must do all in his power to maintain unblemished the reputation of Rotary. For neither the business nor he himself can continue to render efficient service if that esteem is lowered or destroyed.

His Rotarian service is divided into two parts,—he must serve his fellow-members and he must serve the community. And the nature of our organizations is such that our members have peculiar opportunities for developing their ability to serve.

In this club no man has a business rival, therefore neither caution nor modesty suggest self-repression. On the contrary, of every member is expected self-expression. He is encouraged to exercise his social gifts and to discuss his business among and before his fellow-members. This self-expression, which is by no means self-exploitation, yields several minor but worth while results.

The diffident man acquires the power of public speaking and becomes facile in de-

scribing what he has to sell and how he sells it, and he attains increased self-possession. And while he is attaining these results, he is giving his experience for the benefit of his fellow-members, and each of them, in turn, will benefit through the exercise of self-expression, and be, as well, a giver to all the others.

Thus there is developed in each man power to represent himself and his business efficiently, while at the same time he is deriving from the experience of others something which he may be able to introduce into his own business, to the improvement of the service which he renders the public.

Further, these heart-openings at weekly luncheons inevitably lead to strong and intimate friendships, and the fraternal spirit blossoms to its full strength. Tolerance and charitable judgment are fostered, kindness becomes rooted, and, generally, the Rotarian becomes a broader, better man, and, moreover it is but natural that men who are so positioned, should, other things being equal, and if it can be done without loss, or without disturbing existing relations which ought not to be disturbed, deal with one another when business needs arise.

But there is absolutely no obligation on the part of any man, express or implied, to put one dollar into the pocket of another member. He may buy of him, if he will, or he may refrain. It is expected that the members shall speak well of one another, and, whenever they can, do one another a good turn, by word or deed, provided that the good turn can properly, honestly, be done. So, among ourselves we learn of one another, we

develop one another, and we serve one another.

A Rotary club should be an especially efficient instrument for promoting the public good. There is absent from its membership all political rivalry, and that selfishness of property interest which so often defeats a measure or an enterprise whose adoption or whose consummation would be a benefit to the public. In place of that rivalry and that selfishness, we have an obligation to seek the public good and to serve it. And from a body of Rotarian membership made up of the broad-minded and experienced men of a community, upon whom rests a high obligation, should issue a judgment worthy to command respect and a supporting force which should have great influence in translating that judgment into an accomplished fact for the general good. And, I may add, that everywhere Rotary clubs are notable for their contributions of service to the public welfare, some of their contributions having been such as no other local organization was capable of making.

I have thus tried to outline Rotary, but I am conscious that in my ignorance I may have over-emphasized this feature or have under-emphasized that feature. But, however that may be, I join with the members of the Springfield Rotary Club in bringing with our allegiance to the Rotary movement an open mind, a willingness to learn, and a desire to express in our lives the principles of Rotary, as fellow-servants within the Club, as business servants of the social body, and as civic servants of our beautiful Springfield, the Magnet City.

What Rotary Is and What It Is Not

By Ashbel Welch

IF THERE is no adequate reason for the existence of a club, it will not flourish much or last long. The phenomenal growth and success of Rotary has shown that there is a reason for its existence—that it supplies something for which there is a demand and which has not been furnished by any other organization.

In these days of specialization it is necessary that those who would attain success and retain success should concentrate their energies on the end they are striving to ac-

complish. It, therefore, is well that we should understand clearly the distinctive field covered by Rotary and not waste our efforts by attempting work that can be better done by others.

A Rotary club is composed of one representative from each line of business and so far as is humanly possible each member is chosen because he represents the best in his line.

This does not mean that it is a close corporation formed solely for the interchange of business between members. No club founded on such a narrow principle could long exist.

It does mean that each member has the

Mr. Welch is General Manager of the Philadelphia Belt Line R. R. Co., and a member of the Rotary Club of Philadelphia.

opportunity to broaden his outlook and become a better business man by learning something of the business and methods of his fellow members.

It does mean that each member feels the responsibility of worthily representing the line for which he stands and that the contact of so many representative men stimulates each one to do his best.

Rotary is a school in which one learns that the rewards of service are greater than the rewards of selfishness.

Rotary is not a social club in the ordinary understanding of that term.

In the "social club" a man is supposed to leave his business outside. In Rotary he comes to talk business, to learn business, to boost business.

The social side of Rotary, however, is of great importance. An intimate acquaintance with the best men in so many lines of endeavor is in itself a liberal education and an incentive to bring out all that is in us. Further, the social side is directly in the line of business, because "Rotary begets confidence and confidence begets business."

Rotary is not a charitable organization.

Doubtless Rotary will in the future, as it has in the past, furnish many notable instances of generosity and we are proud of what it has done and what it will do. The funds of the club, however, having been contributed for other purposes, should not be used for charity except with the consent of the membership to whom they belong.

Rotary is not a civic club. Generally speaking, the discussion of civics, especially on the theoretical side, should be left to clubs organized for that purpose. There are, however, some civic questions which directly touch the interests of business and which therefore properly come within the purpose of Rotary.

The purpose of Rotary centers in business, but not in any narrow sense. It is the evolution of business from good to better and from better to best, through the combined efforts of the men representing business in all its branches. It is the evolution of the business man to the highest standards of ethics and effectiveness, through intimate association with the best men in all lines.

Rotary teaches that the way to succeed is to deserve success.

What Does Rotary Mean to You?

By C. V. Snedeker, Jr., of the Savannah (Ga.) Rotary Club

DOES Rotary mean now what it meant to you when you first became a member?

Did you not think that it was a clearing house for the interchange of trade between its members?

There is not a member who has had this erroneous impression but who has dismissed the thought entirely from his mind and has keenly followed the daily benefits of Rotary that are resultant from the friendly acquaintances and associations that he has made.

The benefits of membership are many. But, every one of the many depend upon one thing—ATTENDANCE.

If you attend but one meeting a month, you reap but one-quarter of the benefits; two meetings, one-half; three meetings, three-quarters; and if you miss four meetings your membership is terminated.

The benefits of Rotary are in the same

ratio as is your attendance.

Out of each meeting comes instruction, information, humor, enthusiasm, friendship. And the greatest of all these is friendship. You cannot cultivate the friendship of your fellow Rotarians unless you attend the meetings regularly. The old saying: "Go often to the house of thy friend, for weeds choke up the unused path," applies so well here.

Does Rotary mean to you the upbuilding of a better self, a better business, a broader-minded man, a broader acquaintance? There is but little more that a man could desire for himself than these things. Rotary will give them to you or will help you in your effort. But, remember! Rotary will give you no more than you give it and if Rotary has been of no value or no benefit to you, it is because you have not taken the initiative and been of value or benefit to Rotary.

Let each delegation and each individual come to the 1915 Convention with the determination to make it a success from start to finish. If WE WILL we can make it the greatest convention of the year.



History of the "Adder"

by
Fred C. Rose.



NCESSITY is the mother of invention and the child of evolution. Evolution is a matter of progression. Progression necessitates constant improvements in methods of accomplishment.

The business transactions of our prehistoric ancestors were limited to the simple trading of articles of food for articles of wearing apparel—a goat for a lion's skin, or the like. If one man wanted to trade ten articles of one kind for five articles of another kind, he was forced to lay two of his articles in a group with one of the other man's articles, repeating this to be sure the count was correct.

There were no figures in those days except the words "one," "two," "many" and "great many." For any specific number greater than three there was no distinguishing term, all such being classed under the common name "great many." As time went on and man's thinking power improved, a comparatively more elaborate system of counting was developed, and hands, feet and bodies were all pressed into service to assist in calculations.

Our numerals which we call Arabic to distinguish them from the cumbersome old Roman numerals were not originated by the Arabs at all, but by the ancient Hindus, the Aryans of the very early times.

The Aryans made their way into India about 2000 B. C. They were a branch of the Indo-Germanic race. The Aryans at this time led all other races in science, mathematics and the knowledge of astronomy. Their religion was Brahmanism, and for that reason they were called, Brahmans. The original Brahman mathematicians used the sand and pebbles for making figures and "doing" sums. They drew what we now call

an Abacus, an arrangement of columns with lines between; the first column containing the unit, the next the tens, and the next the hundreds, etc. Were there more than ten in the first column, one was added to the next column and in this way the significance of position in numerals was established. This method of calculation became well established in Rome about 200 B. C., and was the basic foundation of our modern system of calculating.

In the Neolithic age, when man was in his primitive state, all calculations and records were made by signs and symbols scratched on the face of rocks by a chisel made from harder rock laboriously ground down to a practical shape. At that time business transactions were not systemized. There were no "organizations." Think how difficult it would be to keep the books of a good sized modern firm when the only mediums for the recording of transactions were slabs of stone. It would take an army of stone masons and a whole quarry to do the work which one low salaried clerk can now do with a highly perfected calculating device, such as the adding machine.

The Egyptians are credited with designing the first practical numerical system. Their numerals were represented by what we now call hieroglyphics. Numerous examples of these hieroglyphics have been found by archaeologists who claim that they were made 2,000 years B. C. The Egyptians wrote their numbers up and down like the Chinese, instead of from left to right as we do.

At about the same period the ancient Babylonians had developed a numerical system that was considerably more efficient than that originated by the Egyptians. They had practically perfected a decimal system. All they needed to make it complete was the

NOTE.—Mr. Rose is a member of Chattanooga (Tenn.), U. S. A. Rotary Club and sales manager for The Adder Machine Co.

cipher (0), which was not known until about five hundred years after the birth of Christ.

On the monument excavated at Susa is inscribed in its entirety the enactment of the laws at that time governing commercial transactions between the craftsman and merchant, and the merchant and the consumer. It is interesting to note that these laws were written in the days of Abraham. Business had reached a plane of activity which necessitated a more or less practical method of computation. All records were made with a sharp stylus on soft clay properly moistened to give a good writing surface. This was baked into a tough brick, impervious to dissolution. Many of these slabs are on exhibition in the British Museum today.

Because of the difficulty in keeping accounts straight by mental calculation, the original adding machine was invented. It was a crude reckoning board with a ruled surface representing different denominations on which pebbles were shifted around. This was the primitive abacus used two thousand years later in Greece and Rome.

The Chinese invented a device similar in principle but considerable of an improvement. It was called the "swampan" and is known to have been in use since B. C. 100. Even now you will see it in almost every Chinese laundry. It is an open frame strung with horizontal wires spaced at equal dis-

tances. This is crossed by a vertical wire. At one side of the vertical wire two perforated pebbles are strung on each of the horizontal wires, and on the other side, five pebbles are strung.

Along about 1630, was invented an ingenious apparatus called Napier's Rods or Napier's Bones, which, by various combinations and arrangements, would facilitate the task of doing sums. But the loss of time in selection and arrangement was too great for them to be practically useful.

A few years later Blaise Pascal conceived the idea of making a practical machine which would really calculate. He worked out a principle of dials bearing figures on their circumference. He finally succeeded in building a formidably complicated machine with limited capabilities, but which operated on the same principle as the machines of today.

In 1823 the British government appointed Mr. Babbage to superintend the construction of a practical calculating machine. He unselfishly and enthusiastically gave his whole time to the subject for many years, disregarding other avocations which would have been attended with considerable pecuniary advantage. During this time about 17,000 pounds had been expended by the Government in the construction of what was called the "Difference Engine."

Early in 1833 the construction of this "Engine" was suspended on account of some dissatisfaction with the workmen, and it was fully a year before the work was renewed. In the meantime Babbage discovered a principle of an entirely new order, the power of which, over the most complicated arithmetical operations, seemed nearly unbounded.

In the engine for calculation by differences such simplifications affected only about a hundred and twenty parts, while in the new or analytical engine, they might affect several thousand. The Difference Engine might be constructed with more or less advantage by employing various mechanical modes for the operation of addition. The Analytical Engine could not exist without having in-



vented for it a method of mechanical addition possessed of the utmost simplicity. In fact it was not until twenty different modes for performing the operation of addition had been designed and drawn that the necessary degrees of simplicity for the Analytical Engine were ultimately attained.

But about this time the money ran out, and in order to convince the government that the new principle he had discovered did not prove that the money already spent had been in vain, and that now, more than ever, was a further appropriation justified, Babbage felt that it was necessary to have a personal interview with the head of the government. This he continually sought for a period of over nine years, various circumstances arising from time to time to delay, and ultimately to prevent that interview.

Finally death overcame this noble inventor before he was able to assemble the final machine, most of the parts of which he had constructed by his own unaided efforts. The result of his labors, along with five volumes of original rough sketches and upwards of one hundred large drawings, fell into the hands of his son, a general of the British army, and may now be seen in the South Kensington Museum in much the same condition as the inventor left them.

It was the invention of zero that made possible our system of writing numbers without the abacus which was used generally until some time after the discovery of America.

At the time of William the Conqueror, records of credit were preserved by carving notches in a stick which was then split in two, one part being given to the purchaser, the other part being retained by the creditor. Commercial accounts were listed by hand on scrolls of parchment, in Latin, with clumsy Roman numerals. At this period the Italians had probably progressed farther in the art of accounting than the people of any other nation.

Along about the time of Columbus—or—who knows!—possibly for hundreds of years before, we find the Indian painting the record of his calculations on a strip of bark with

a feather dipped in dye made from berry juice. He was the first American bookkeeper.

Picture the plodding bookkeeper of the sixteenth century, peering bat like, through horn-rimmed spectacles that would put a modern oculist in jail for malpractice. He is painfully adding a column of figures and putting into use the newly evolved system of carrying footings. It takes him a long time. He is doing the best he can. He knows no better way in which to do this work. That's why he earned only two or three dollars a week. His employers could not afford to pay him more, because it took so long to do the clerical work he did. There is no profit in clerical work. It is expense pure and simple.

The more one man can do the less expensive that clerical work is. That's why an employer can afford to pay and does pay ten times as much today for a man's time as he did in the sixteenth century. The man—with improved methods—can do *more* than ten times as much work and still not put forth anywhere nearly as much effort.

The march of progress has ever meant and ever will mean better conditions for the employe. How many fathers of the present generation lived in houses furnished with bathrooms? Who wore silk socks in father's time? Who ate grape

fruit at breakfast? What kind of shoes were worn? What kind of clothes? What were the working hours, and what were the "wages?" Times have changed! And *always* for the better.

They've changed with the evolution of once primitive methods—with the adoption of modern inventions which enable a man to do more work with the same or lesser effort—and thereby be more valuable to his employer who, for that reason, is glad to pay him more money.

It is only the man who does not desire to improve his condition who opposes the march of progress. His very opposition stamps him as a back number—a man to be pitied.

The modern employer, gruff as he may seem, *wants ideas* from his employes as well as



mechanical work. For ideas can develop his business, while mechanical work can't. Ideas for cutting down expenses are equally welcome.

After centuries of vain endeavor to perfect a means of mechanical accounting, it remained for Americans to invent and build the first machines of this character and then to develop them up to their present marvelous state of efficiency.

Three thousand United States patents bear witness that the inventor's task was not an easy one, and a score of defunct corporations contributed their respective hundreds of thousands of dollars, and passed away, to bear mute testimony that all had not been accomplished by the patent application being filed with the government at Washington.

Of the American inventions, which became marketable machines, the first U. S. Patent was issued to Mr. Dorr E. Felt in 1887. Felt's efforts included probably more important contributions to the adding machine art than that of any other inventor

of the early period. Following the efforts of Felt, a number of American inventors contributed a great amount of time and also a considerable amount of money in an effort to produce an adding machine sufficiently flexible to meet the requirements of the market.

All the early machines were of the type known as the "*Blind Registers or Printers or Both.*"

As early as the year 1900 the necessity of inventing an improvement over the machines, then known to the art, embodying "*Visible Registers and Visible Printing*" became imperative, and the efforts of several inventors were directed along this line. Today the modern adding machine includes complete visibility and a mechanism designed for operation at the highest possible speeds which can be attained. It has crossed the seven seas, has been welcomed into every civilized country of the globe, where it towers above all others as a model of American ingenuity, enterprise and skill.

It Is Not Me and My but Us and Our

ONE may search the Book of Common Prayer from cover to cover in a vain effort to find a petition applicable to Rotary.

Yet unconsciously every day such a supplication passes our lips! Through constant use its form has grown so familiar that we have come to regard it as a personal and private prayer. We mentally translate the "our" and "us" into "my" and "me." Christ gave to mankind a great universal prayer, a prayer of unselfishness, a prayer upon whose fundamental idea is based the whole of Rotary:

"OUR Father Who art in Heaven."

* * * * *

"Give US this day OUR daily bread."

"Forgive US our debts as WE forgive OUR debtors."

"Lead US not into temptation."

"Deliver US from evil."

* * * * *

It is not "me" but "us," the brotherhood of man, the combined voices of children to a Father.

—ANNA HAMILTON WOOD, (wife of Rotarian Chas. J. Wood, Jr., Harrisburg, Pa.)



Salesmanship— Science Plus Art



CONFIDENCE



The modern salesman is a Service Man. Salesmanship is science and art combined, the Science of Salesmanship plus the Art of Selling. The foundation of Salesmanship is Confidence; confidence of the salesman in himself; confidence in the value of that which he is selling; confidence which he inspires the prospective purchaser to have, first in his honesty and faith and second in his wares. The three short articles which follow take up different phases of this subject.—EDITOR'S NOTE.

Business Building Salesmanship

By John E. Morris

IN LAST analysis salesmanship is the art of bringing others to your way of thinking. It is the ability to teach values. If you have goods or service to sell, salesmanship is the art of persuading people to buy your product at a profit.

There is a science of salesmanship and there is an art of selling. The science gives us organized knowledge about salesmanship, but the art is the doing of the things to make the sale. Some people thru study know the science of salesmanship in all its ins and outs, but they fail as salesmen, because they do not apply the art. Others, knowing little of the science except what they picked up by observation and experience, have applied their best judgment and have made successes as salesmen. A little knowledge kept busy by application is better than a college course unused. A shillalah in the hand is better than a big stick in a showcase.

But our topic is *Business-Building Salesmanship*, and it may be asked how does it differ from just plain salesmanship. The answer is that it depends a good deal on one's viewpoint or the length of one's mental vision. Every business man is a salesman,

and if he sells for today only, regardless of the satisfaction of his patrons, his mental vision is best characterized as blindness. If, however, he has larger views and plans his business for a year or any other brief period of time, and by service aims at a moderate degree of satisfaction, his viewpoint and vision show generalship. But if he plans for larger things and is determined that by excellence of service and quality of goods his business shall last for his lifetime, then he can be called a genius.

One would think that a business man would be satisfied to be a genius, but there is a higher plane and that is seership. To reach it one must so understand the science of business, and so practice the art of selling that that his personality will inspire such confidence and what he sells will cause such satisfaction, that his plans for business shall be not only for his own lifetime, but for generations yet to come.

Taking it for granted that every one is fired with a true ambition to attain the higher mental visions, we may well discuss the *how* of doing so. In the first place one must have planned in his inner consciousness a sincere desire to serve. This is true ambition and it leads to best results, for he who serves best profits most. If a salesman

NOTE.—Mr. Morris is a member of the Rotary Club of Cleveland.

wants to sell in such a way as to build business both for himself and his employer, he must pay attention to four things.

First, he must look at himself. He must develop his personality, so that it will inspire confidence and get favorable attention at once. Personality will show itself in the salesman's bearing, walk, and gestures, "for every little movement has a meaning all its own." It will shine forth in his clothes, shoes, and necktie. His face will beam with good cheer, be stolid with indifference, or hang with dark clouds of repelling force. His words will show the state of his mind and will express knowledge of ignorance, wisdom or foolishness, sincerity or trickery.

In the second place, the salesman must pay attention to his goods or business. His personality may be all that could be desired; but if his knowledge and understanding of the thing he has to sell be limited or faulty, it will detract largely from his selling power. Hence the salesman should know his proposition from A to Z.

He should ask himself questions about it and seek the answers until he finds them. He should know what his proposition is and what it is for. In other words, he should know its nature and its use to the minutest detail. Then he should investigate the structure, make-up, or composition of his goods. He should understand its parts—the material, nature and use of each part. Also he should know its mechanism or structure, and the degree of perfection in its present condition for rendering service.

The history of his product will be interesting and will furnish some new points. He should know where, when, by whom, and how this article was produced. As to the value of this article, he should test its genuineness, its real worth, its usefulness, its cost, its selling price, and its profitableness to all concerned. The relation of the article to the customer should be the subject of thought and inquiry. The way a customer shall be approached will, to some extent, be determined by answers to the questions whether the article is for the customer's own individual use or whether it is for selling again at a profit. In either case one should determine whether the article is a necessity, a convenience, a comfort, or a luxury.

A salesman's competitors are also to be reckoned with. They must not be overlooked or ignored. Know all about your competitor's goods, business, or proposition. Treat him fairly but do not advertise him by talking about him. Know your own proposition

thoroly and dwell strongly on quality, utility, perfection, and cost.

Your rival may have something equal to yours in quality and service, but see that he has nothing on you in salesmanship or in the presentation of your proposition. Knowing yourself and your business thoroughly will secure favorable attention which if properly handled will change into interest in your goods.

In the third place, the salesman must reckon with the customer—the customer who perhaps has seen salesmen or order takers till he can't rest. Here is where confidence-inspiring personality can make a great hit. If the salesman is not windy, if he can quickly get down to brass tasks, if he understands the leading traits of his customer, if he has established a reputation for truthfulness and pointedness of speech, he can go a long way with a customer. There are two very important points about a customer. The first one is the finding and the second one is the reading of him. As to finding customers some salesmen are very expert at it when the salesman maps out the route and gives a list of names, but they are not worth a continental at finding new customers in new places and off the beaten track. After the customer is found some salesmen don't know what to do with him, that is, they don't know how to handle him so as to prove him best.

The customer must be understood to reach the best results. All salesmen have, or think they have, some method for sizing up their customers. Very often their methods are the result of intuitions or experience and are of the hit or miss variety. They have no track to run on. If salesmen are going to try to read customers they should do as they did when they learned to read the newspapers. They learned the alphabet, they learned to spell, and they learned the meaning of the words.

Every human being is covered, on the outside, with letters, words and sentences. Some of the words are printed in very small type, and are hard to read without a magnifier, but other words are stamped on their faces in capital letters of all sizes. Every salesman should follow a system or a science in reading human nature.

In the fourth place a salesman should *apply* his knowledge of himself, his goods, and his customer. A reservoir up on a hill is stored with static power, but its water will not turn a wheel until it is turned into a channel to run down an incline.

Knowledge is power, yes, a quiet, passive, static power; but *applied* knowledge will do things; it is dynamic. So the salesman who keeps all his knowledge in his head will not do much. He may take orders, but he will make no real sales. The salesman who applies, or puts into practice his knowledge of self, goods, and human nature will sell in such a way as to build a permanent and a profitable business.

Salesmanship is measured by the salesman's capacity to induce in the mind of his customer six mental states. These are favorable attention toward his own personality,

interest in himself, and the goods or proposition he presents, desires to possess the thing offered for sale, action or the meeting of the minds of salesman and customer, confidence in the salesman and the house he represents, and finally satisfaction with the goods delivered or the service rendered.

All these result in the building of business on a permanent and profitable basis, acting on the principle that confidence is the basis of trade and carrying out the salesman's maxim that there is no rightful selling unless it benefits both buyer and seller.

The Work of a Sales Manager

By John B. Lanigan

THE work of a sales manager may be classed in three general divisions, the hiring, training and directing of salesmen.

It has been said that a chain is as strong as its weakest link, so the success of the manager of a sales department depends upon his ability to do all these three things well. You may plan the most perfect selling campaign, and be it ever so complete in its detail, it may fail if there is a faulty selection, insufficient training and inefficient directing of salesmen. Analyze the success of any great captain of industry and it will be found that his success rests upon his ability to surround himself with men who are efficient and his own ability to direct them in a way to produce the maximum of efficiency from them.

We are sales managers now, selecting men. What are we going to require of those we choose? In my opinion, there would be at least ten requisites which should be used as a standard for measuring our candidates for this calling.

The first of these requisites is health. A salesman must be in good physical condition at all times. There was a time when salesmen injured their health with too much drinking, smoking and eating. There is not so much of this nowadays; good salesmen have come to do most of their work in the salesrooms instead of in the bar-rooms. Good health influences others in your favor; it is attractive, it radiates from its possessor, inspires confidence and gives the impression of strength and force to accomplish purpose.

The second requisite is honesty. A salesman who is not strictly honest has no chance nowadays. Someone has said, "It is fortunate for some of us that some men insist upon handicapping themselves with dishonesty because if they had honesty, coupled with their natural ability, some of us would not have a chance."

The third requisite is ability. Show me a star salesman who is a business builder as well as a business getter and I will show you a man of ability, a man of strong character and of attractive personality. When you stop to think of it, men do not differ much in their general makeup. The difference is in the brains. Ability can be developed in a salesman. It can be developed by study as well as by the company he keeps.

After ability should be initiative, that most essential quality, which leads a salesman to do things without being told. Every day in a salesman's life he is confronted by all sorts of unexpected conditions when he must act, if at all, upon his own initiative.

Knowledge of business is necessary for the salesman. The salesman who is thoroughly posted on his line always makes a good impression upon his customer as he is able to inspire confidence.

Tact is another requisite. Tact is the ability to tell a man how mean he is without giving him offense. It is the ability to get along comfortably well with many different kinds of people.

The power to persuade, to influence others, is born of a sincere desire to benefit them. "Thoughts are tangible and produce tangible results. After all, selling is just like throwing thoughts. You throw thoughts from

NOTE.—Portion of an address delivered before the Milwaukee Rotary Club. Mr. Lanigan is a member of that Club, and is the Wisconsin Sales Manager for L. C. Smith & Bros. Typewriter Co.

teacher, ever striving to inculcate into the minds of his salesmen the essential qualities which must be developed in order to produce the greatest efficiency.

Proficiency in the art of Salesmanship is as admirable as proficiency in Law, Medicine, or Engineering. The world some day

will recognize this fact. Even now it practically admits it because it pays its best salesmen just as well as it pays good men in other professions. To be a good salesman is to be something very much worth while, for salesmen serve and those who serve most prosper most.

System in Selling Accident Insurance

By C. Devens Holman

THAT a definite system for selling Accident Insurance must be adopted, in my opinion, is as important as in any other line of business represented in Rotary and the man who represents the classification of Accident Insurance in The Club must make the fundamental principle of his system that of SERVICE; by this, I mean S-E-R-V-I-C-E.

Merely calling on prospects and selling a policy contract to reimburse for loss of time from business, for dismemberment, accidental death, or loss of sight, is not the element of service indicated. It is in rendering every assistance to the policyholder in case of injury, not mailing him a claim blank but by delivering it in person and aiding him in preparing the statement to be submitted to the Company.

NOTE.—Mr. Holman is a member of the San Francisco Rotary Club, Associate Editor of THE ROTARIAN for San Francisco, and City Superintendent of The Travelers Insurance Co.

The insured does not feel he has the time to give to the necessary detail required in presenting his claim to the Company for consideration, and the Accident Insurance Man in the Rotary Club will not only help his fellow members in presenting their claims to the Company properly, but will go further and see that the requisite Attending Physician's Certificate is completed. All of this is a part of the whole—giving a client real Accident Insurance Service.

Before a man will purchase insurance of any kind from a representative, the salesman must first gain the man's confidence. This, once established, can be retained through association, good-fellowship, reputation for fair dealing and Service.

"He profits most who serves best" is the Rotary slogan and it means more to a man in the Insurance business than to anyone else.

Insurance contracts issued by all reputable companies are much alike and the only way



SYSTEM

GAIN CONFIDENCE Through
ASSOCIATION and FAIR DEALING

SELLING INSURANCE

SERVICE

<p>PERSONAL ASSISTANCE</p> <p>AID IN PREPARING CLAIM</p> <p>ATTENTION GIVEN TO PHYSICIAN CERTIFICATE</p>	<p>NOT JUST MAILING CLAIM</p> <p>NOT LEAVING PREPARATION TO POLICY HOLDER</p> <p>NOT SEEING POLICY HOLDERS PHYSICIAN CERTIFICATE IS CORRECT</p>
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an agent can "shine," is through personal "Service" given his client.

The capital of an insurance man is "time" and the system of not wasting it is his greatest asset.

We are all interested in the human incidents of life and these certainly happen in the insurance man's busy day. I do not consider it a waste of time to leave my prospect or policyholder with a smile. This I think, should always be done.

One morning when a doleful client handed me a check for his premium, I forced a smile from him by telling him of an acquaintance of mine who was injured in an automobile accident so badly that he was taken to the hospital. When he regained consciousness and was asked his name he was unable to give it. One of the attendants, in going through his pocket-book, pulled out a card and asked if his name was Jones, to which he could only nod his head. When asked if he was married, he said quickly, "Oh no, this is the worst accident that ever happened to me."

I had sold this man Smith a policy of Accident Insurance, because he had read of the man who lived next door having been injured

and on Smith's return home that evening, his wife had said to him, "What a narrow escape you had today, dear. Just think of it! The man who lives right next door to us was brought home in an ambulance."

The insurance man of to-day must be alert to gain prospects. Just a few days ago I overheard a conversation between two men on the street car, that resulted in my insuring one of them. Two Irishmen who sat next to me on the outside of the car were discussing insurance.

One said, "Pat, do you carry any insurance?" "No," said Pat, "do you, Mike?" "Sure," Mike said, "I carry a \$5,000 Accident Policy." "Well, what good does that do you," Pat asked. Mike answered, "When I get killed, my mother gets \$5,000." Pat asked, "But what good does that do you?" "Why," Mike said, "I am my mother's sole heir—when she dies, I get it all back."

Accident Insurance is a vital and serious matter, but we, in this life, must not take things too seriously. Do not expect ever to be injured. I do not attempt to sell insurance through the medium of a scare, but it is better to have an Accident Policy and not need it, than to need one and not have it.

Convention Headquarters

The official business Headquarters of the Convention at San Francisco will be at the San Francisco Exposition Memorial Auditorium (Grove, Larkin and Hayes Sts.). Here will be found the Secretary's office, the office of the Committee on Credentials, the Registration Bureau, etc.

The Headquarters Hotel in San Francisco will be the St. Francis.

The Headquarters Hotel in Oakland will be the Hotel Oakland.

Credentials and Registrations.

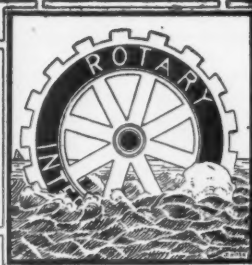
On Sunday, July 18th, preceding the formal opening of the Convention, the Credentials and Registration Committees will be on duty at Bare Brothers Furniture Store, on the Square close to the St. Francis Hotel. Monday morning and thereafter the Registration Bureau will be at the Exposition Memorial Auditorium, Grove, Larkin and Hayes Sts. Upon registration the delegates and men visitors will pay a registration fee of five dollars to the San Francisco Rotary Club, which will go into its convention entertainment fund.

Women visitors will be the guests of the San Francisco and Oakland Rotary Clubs and will pay no registration fee.

Admission to sessions of the convention, as well as to entertainments will be strictly by tickets, which will be given at the time of registration.

ROTARY EXTENSION WORK

From City
to city
the seed
is sown



And across
the water
Rotary takes
its course

Eastern Division, U. S. A.
E. J. Berlet, Vice-President.

AUBURN (N. Y.).

The Rotary Club of Auburn was organized on 19th April, 1915. President Henry advises us that they are starting off with a substantial membership full of enthusiasm. Secretary Weedon of Syracuse was instrumental in bringing about the organization in this city.

The officers are:

President—W. J. Henry, President Henry & Allen Co.

Secretary—E. P. Kohl, c-o Columbia Rope Co.

HOLYOKE (Mass.).

The organization of a Rotary Club in Holyoke is in the hands of Mr. D. E. Paris, c-o Hampshire Paper Company, South Hadley Falls, Mass., and he will attempt to complete the organization this month.

OGDENSBURG (N. Y.).

Rotarian Gallagher of the Rotary Club of Watertown is endeavoring to establish a Rotary Club in Ogdensburg.

WILKES-BARRE (Penna.).

Mr. Robert P. Brodhead (Secretary Paine & Company) is chairman of the Organizing Committee for the Rotary Club of Wilkes-Barre and he hopes soon to organize a successful Rotary Club in that city.

The Rotary Clubs of Wheeling and Pottsville have recently been admitted to membership in the International Association.

The Rotary Clubs of Hagerstown and Utica have made application for affiliation as members of the International Association.

Southern Division, U. S. A.
John E. Shelby, Vice-President.

The Rotary Club of Pensacola has made application for affiliation as a member of the International Association.

Central Division, U. S. A.
W. D. Biggers, Vice-President.

BELOIT (Wis.).

The chairman of the Organizing Committee for the Rotary Club of Beloit is David Humphrey Foster.

BURLINGTON (Ia.).

Rotarian Gordon of Cedar Rapids recently visited Burlington and got together a number of gentlemen with whom to work for charter membership.

The Chairman of the Organizing Committee is E. A. Florang, c-o Burlington Basket Co.

CLINTON (Ia.).

The chairman of the Organizing Committee for the Rotary Club of Clinton is Mr. Otto Korn, 5th Avenue. Mr. Korn expects to complete an organization very soon.

KANKAKEE (Ill.).

Mr. C. M. Clay Buntain, chairman of the Organizing Committee for the Rotary Club of Kankakee, advises us that they will shortly have a Rotary club in that city.

MARSHALLTOWN (Ia.).

Chairman Pierce expects to complete the organization of a Rotary Club in Marshalltown by the 1st of June. Has the promise of the Rotary Clubs of Cedar Rapids, Des Moines and other nearby cities to assist them in organizing.

NEW ALBANY (Ind.).

Mr. Prosser advises us that they are now getting ready to organize and hopes that they will have a going club by the 1st of June. Evan Prosser, 1201 W. Main Street, is the chairman of the Organizing Committee.

NEWARK (Ohio).

Chairman Hopkins has advised us that the completion of the organization of a Rotary Club in Newark has been postponed until the fall.

WATERLOO (Ia.).

The Rotary Club of Waterloo will perfect its organization during the coming month. They now have a charter membership of twenty-nine and are making splendid progress.

The temporary officers are:

Temporary President—F. L. Northey, Northey Mfg. Co.

Temporary Secretary—Almon F. Gates, c-o Waterloo Business College.

The Rotary Clubs of Bloomington, Quincy and Zanesville have recently been admitted to membership in the International Association.

The Rotary Club of Highland Park has made application for affiliation as a member of the International Association.

More or Less Personal



CHARLES TYNG, SECRETARY OF THE ROTARY CLUB IN SALT LAKE CITY, has sent a letter to the Oakland Chamber of Commerce-Commercial Club, in which he suggests that the aid of the government be enlisted in constructing the Lincoln Highway through the sparsely populated districts throughout the country.

THE INDUSTRIAL EFFICIENCY OF COKE and the economy of its use, as compared to coal, was discussed by Charles N. Turner, traffic sales manager of the Milwaukee Coke and Gas Company, at a luncheon of the Milwaukee Rotary Club not so long ago.

Mr. Turner's talk outlined the discovery of the properties of coke, and the development of standards, until, he declared, it is supplanting coal in all its uses.

"The great industries of the country are becoming converted to the use of coke," he said. "The discoveries by government tests that this product is capable of producing much greater heating efficiency than the mother product and the fact that the tests have proven its use to mean a saving of 21½ per cent on a basis of prices, has given its popularity an impetus which means that in the future coal may be recognized only as a raw product."

THE NEXT GENERATION can be 100 per cent improved over the present one if men will be fathers from the very start and will apply science to child culture, declared Rotarian Dr. Frank J. Murphy before the Sioux City Rotary Club the other day.

"You know what applied science has done for agriculture, and if you men will take child culture as seriously the next generation will be 100 per cent better than you are," he said. "Go in for intensive child culture and in one generation we could jump to the greatest race of manhood in the world. Scientists have come to recognize, not only hygiene of the body, but hygiene of the mind and the character. We are not a race of reasoning men, and the fault is with the very early education. Give me the boy from the age 2 to 7 year and then you can have him."

HERBERT W. DOTEN OF THE BOSTON ROTARY CLUB has secured the contract for supplying the equipment for the new art building at Vassar College and the court rooms in the Court house at Concord, Mass.

GEORGE W. JACOBS OF THE PHILADELPHIA ROTARY CLUB presented to the Woman Writers of Philadelphia a number of autographed works, which were awarded as card prizes at a party. The dis-

tressed women writers of London, whom the war has thrown out of employment are to be the beneficiaries.

IN IOWA THERE ARE TWO GOOD CITIES that might be fighting each other if they hadn't concluded that peace is better than war. There is now a movement on foot looking toward closer unity between Cedar Rapids and Mount Vernon so that the two towns may each work for the benefit of both. Whenever one has any festival or other event going on the other will boost and work to help make it a success. The Cedar Rapids Republican caps a two column article on this inter-city relationship with the heading, "Rotary Idea For These Two Towns."

ROTARIAN F. W. GALBRAITH, JR., PRESIDENT OF THE CINCINNATI ROTARY CLUB, has been informally mentioned as a possible appointee by the Governor of Ohio to fill the vacancy caused by the death of W. L. Dickson, Judge of the Court of Common Pleas in Cincinnati. The appointee will serve until the next state election in the fall of 1916. Mr. Galbraith never has been "in politics" but he has a host of friends.

ROTARIAN B. S. WALTERS, FORMER SOUTH BEND manager of the Northern Indiana Gas & Electric Company, recently transferred to Hammond (Ind.), was escorted to Hammond by South Bend Rotarians, who formally turned him over to the Hammond people and received in return a large and elaborate receipt.

CAPTAIN RICHARD STEACIE, MEMBER OF THE MONTREAL ROTARY CLUB, was "killed in action while fighting with the 13th Battalion in Flanders" is the information contained in the monthly report of changes in membership made by Secretary Jas. C. Mundle which was received at Headquarters May 7th.

ROTARIANS WERE MUCH IN EVIDENCE at the Seventh Annual Convention of the Pennsylvania Gas Association held at the Adelphia Hotel in Philadelphia. Robert J. Ralston and C. Edwin Bartlett were the heads of the entertainment committee. Weston Boyd did the printing, Bill Stewart made the signs and Happy Sassaman got out the menus.

VICE-PRESIDENT MARSHALL, honorary member of the Phoenix (Ariz.), Rotary Club, was a visitor at the Club meeting, April 23, and made a short talk praising the plan to establish a Moose national sanitarium in the Salt River Valley.

CHARLIE (CHAS. W.) ADAMS, who was so prominent at the Houston convention and who has been for some time Secretary of the Denver Rotary Club has left the mile-high city and located in Casper, Wyoming, where he is the manager of the Midwest Hotel.

VICE-PRESIDENT J. O. CRAIG OF THE CHICAGO ROTARY CLUB has been up to his farm in Western Canada. He found the Winnipeg Rotarians exceedingly hospitable and very anxious to get the chance to entertain Rotarians returning from the Convention.

CLASSIFIED DIRECTORY OF PROFESSIONAL MEN IN ROTARY

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- Los Angeles, Calif., W. S. Morse.
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- Minneapolis, Minn., Ralph D. Webb.
630 Security Bank Bldg. Phones Nic. 6922, Cent. 4108.
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528-529 Flynn-Ames Bldg. Phone 1225.
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407-9-11 Clunie Bldg.

ARCHITECTS

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412 Iowa Bldg. Phone 1973.

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- Atlanta, Ga., Lee M. Jordan.
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- Cleveland, Ohio, Weed, Miller & Rothenberg.
702 Engineers Bldg. Phones Main 4107, Cen. 489-W.
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8 East Long Street. Main 5411.
- Dayton, Ohio, Lee Warren James.
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Offices Suite 904 Higgins Bldg.
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413 Pioneer Bldg. Phone 645.
- Montgomery, Ala., Holloway & Mackenzie.
212-16 First National Bank Bldg. Phone 452.
- Nashville, Tenn., Manier, Bryan & Crouch.
23-28 Noel Block.
- New Orleans, La., H. W. Robinson.
226-229 Hennen Building. Phone Main 4005.
- Oklahoma City, Okla., Bennett & Pope.
1018-20 Colcord Bldg. Phone Walnut 4776.

- Omaha, Neb., Harley G. Moorhead.
632-636 Brandeis Theatre Building.

- Peoria, Ill., McRoberts, Morgan & Zimmerman.
319 Main Street. Phone Main 585.

- Philadelphia, Pa., Glenn C. Mead.
818 Real Estate Trust Building.

- Pittsburgh, Pa., Oscar T. Taylor.
1215-18 Park Bldg. Phone Grant 910.

- Portland, Ore., Estes Snedecon.
727 Corbett Bldg. Phone, Marshall 1256.

- Richmond, Va., Harold S. Bloomberg.
806-7-8 Va. Ry. & Power Bldg. Phone Monroe 2805.

- San Antonio, Hertzberg, Barrett & Kercheville.
300-307 Prudential Life Bldg. Notary in office.

- San Diego, Calif., Gordon L. Gray.
416-418 Union Bldg. Phones, Home 4160, Main 416.

- Seattle, Wash., E. L. Skeel.
1008 Alaska Building. Phone Main 6511.

- Sioux City, Iowa, B. I. Salinger, Jr.
214-15 Davidson Bldg. Phones, Bell 172, Auto. 2496.

- Spokane, Wash., Lawrence Jack.
610 Hyde Block. Phone Main 3008.

- Toledo, O., Frank L. Mulholland.
1311-17 The Nicholas Bldg.

- Winnipeg, Man., A. W. Morley, LL. B.
691 McArthur Bldg. P. O. Box 1432. Phone Main 228.

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- Pittsburgh Pa., Edward A. Lawrence.
Berger Bldg. Patents and Trade Marks.
- San Francisco, Calif., Carlos P. Griffin.
701 Pacific Bldg. Patents. Corporations.
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- Toronto, Ont., H. J. S. Dennison.
Star Bldg., 18 King St. W.
- Wash'ton, D.C., Pennie, Goldsborough & O'Neill
McGill Building. Phone Main 1793.

DENTISTS

- Cleveland, Ohio., Dr. William O. Haldy.
811 Schofield Bldg. Phone Main 1859.

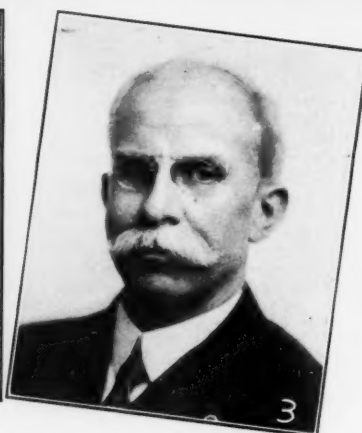
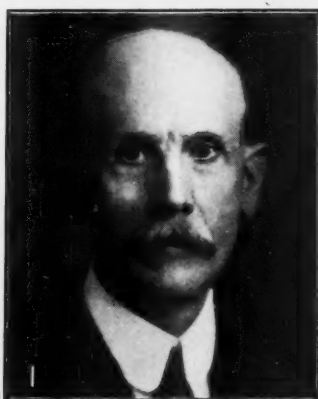
OSTEOPATHS

- Boston, Mass., Dr. Alexander F. McWilliams.
30 Huntington Ave. Back Bay 1348.
- Chicago, Ill., Dr. Ernest R. Proctor.
27 Monroe St. (Goddard Bldg.). Phone Central 5240.
- St. Louis, Mo., Dr. Homer Edward Bailey.
229-32 Frisco Bldg., 9th & Olive Sts. B. P., Olive 830.

SURGEON

- Los Angeles, Calif., W. F. Traughber.
707-8 Hollingsworth Bldg., Main 1687, F. 7114.

Southern Division Convention Special and Birmingham (Ala.) Delegates



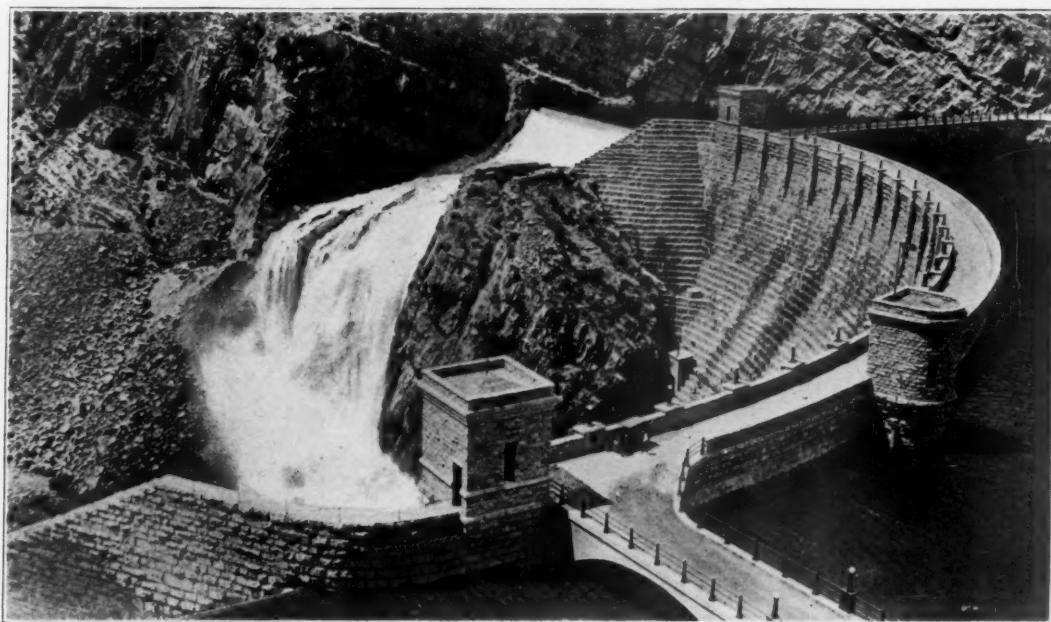
1—J. D. Moore
2—John E. Shelby
3—F. P. Glass

4—Coleman Blach
5—Oscar Turner
6—Oliver Cox, Asst. Sec.

The 25 Rotary Clubs in the Division have been divided into five groups, and the delegates will assemble at Chicago for their "get-away."

What the Clubs Are Doing

Messages from the Live Ones



Roosevelt Dam of United States Salt River Irrigation project, near Phoenix (Ariz.), showing great reservoir full April 15, 1915, four years after completion.

Ten-Year Hope Realized and Phoenix Rotarians Help Celebrate

THE members of the Rotary Club of Phoenix (Ariz.), on April 15th, helped the citizens of Phoenix and the Salt River Valley to celebrate the realization of a hope tenaciously held for ten years. On that day the great reservoir formed by the Roosevelt Dam was full for the first time and a supply of water to irrigate 300,000 acres of fertile land was assured. A million and a quarter acre-feet of water is held back of the solid masonry! Enough water to irrigate the entire area under the dam for a period of three years even if not a drop of rain falls in that time!

What were the thoughts of the inhabitants of this valley when the bald statement was made "The dam is full"! For ten years some of them had waited for this moment, toiling, struggling, hoping and believing that it would come true, and cheering up their doubting and less hopeful neighbors to stay with the game until the victory was won.

The strained, hopeful look has given way to a confident smile and the rancher now goes about his work knowing that when his land is ready and the seed is sown he can open the sluice gates and

let the precious "rain" upon it at the proper time and in just the right amount.

A million and a quarter acre-feet of water means water to the depth of one foot over a million and a quarter acres. It means a depth of four feet over the 300,000 acres in the valley that can be irrigated.

The Roosevelt Dam of "The Salt River Project" was begun by the United States Reclamation Service September 20th, 1906. The last stone was laid February 5th, 1911. It is 240 feet high from the river bed to the roadway on top, 20 feet thick at the top and 167 feet thick at the bottom. The foundation extends down 40 feet into the solid bed rock, and deep into the rocky walls on each side of the 1125-foot wide structure.

For four years after its completion the dam enabled the ranchers of the Valley to irrigate their lands, but the great storage reservoir was not completely filled until April 15th last, when the first water flowed over the spillways in the presence of thousands of the Valley's residents.

The Phoenix Rotarians send this message: "Brother Rotarian, this dam and the wonderful



Los Angeles Rotary Club's "Incognito" party. (See page 116.)

scenic roadway leading to it comprise one of the wonders of the West that you should see on your way to the Convention at San Francisco. Phoenix Rotary will be glad to see you on the way."

AKRON Has all Members on Program Committees.

The Akron Club president has divided the members into twelve committees, each to serve one month, and charged with all program arrangements for that period. Naturally one committee vies with the others to furnish the best program. At the dinner meeting April 12, at the Portage Country Club, nine-tenths of the members were present. An address on "Compensation Insurance" was delivered by an expert, E. G. Wilson of Cleveland. The secretary read Chesley Perry's explanation of Rotary. No meeting occurs without some definite instruction on Rotary, so members, new and old, may be systematically trained in its purposes and benefits.

Delegates have been elected to the San Francisco convention—Bauman, Hawkins, Theo. Smith. Akron will be fully represented. Secretary Hawkins is recovering from his serious surgical operation.

The monthly luncheon was edified by a Traction Talk from Rotarian James Braden, who represents the N. O. T. & L. Company, our big Northern Ohio electric organization, which carried 53,000,000 passengers last year, with only one death on the cars. While he was speaking a young "jitney" drove into the room, was wrecked, broke everything

in sight, and enlivened the situation by contrast with the theme then being discussed.

ALBANY Rotarians Start First Name Stunt Series.

Our entertainment committee has been busy in recent weeks putting across stunts to help us to get better acquainted. All the "Charlies" have been cross-examined as to their knowledge of the other members of the club, and the "Georges" and "Bills" and "Franks" will come in for theirs a little later. At a recent luncheon an examination was conducted on matters relating to Rotary, and a prize of a luncheon ticket was given by Alfred Rennie of the Hotel Ten Eyck to the ten men getting the highest record. Another novel feature of a recent luncheon was the painting of a picture by our artist, Rotarian Lithgow, while the bunch looked on. The finished picture was presented to President Winchester.

The weekly letters of our Secretary are now being sent out on the stationery of club members. It is expected that this plan will be followed until we have gone the rounds of the members.

ALLENTOWN Celebrates First Anniversary.

April 23rd, the day when the Allentown Rotary Club was one year old, was celebrated with the first annual banquet. An attractive menu had as an introduction a short history of the club, and follow-

ing the list of good things to eat and the program came Russell F. Greiner's 169-word definition of "What Is a Rotarian?" The menu was printed in Pennsylvania German, but the things tasted just the same as if they had been written out in another language.

AUGUSTA Rotarians Interested in Building Auditorium.

The Augusta Rotary Club is interested in the building of an auditorium, and the work is fast shaping itself into something definite. We hope soon to see this dream realized, for an auditorium is one of the things that Augusta needs.

A "good old Georgia barbecue" is planned for the near future, and some other clubs will be invited to participate.

The meetings are held the second and fourth Wednesdays, at 2:15 p. m., adjourning promptly at 3:00 o'clock, at the Albion Hotel, this schedule going into effect May 12th.

Our "Bachelors' Day" in April was a big success, the bachelor members being in the limelight, while the married men carried out the "sore, but satisfied" effect to the satisfaction of all.

BALTIMORE Writes Open Letter to Boston Rotary Club.

The following open letter from Rotarian J. Thomas Lyons, Associate Editor, Baltimore Rotary Club, to the Boston Rotary Club, is self explanatory:

By the time this is printed in THE ROTARIAN you will have added to your membership Mr. Oren H. Smith, formerly Secretary of the Rotary Club of Baltimore. Mr. Smith, during his several years here, did more actual work to advance Rotary in Baltimore than any other man in this city—and the Baltimore Club owes him a debt which they can never repay.

We regret losing the services of so valuable a man, and we are also grieved that we have to part with him, because he is a man of lovable characteristics—a true friend and square; being of a quiet, retiring disposition, he never boasts of the work he has done for the Rotary Club; and this letter is written with the idea that it might help the Boston Club to discover *at once* how valuable and how well worth while is this new member from Baltimore. There isn't a Rotarian in Baltimore who does not feel "Smidy" isn't his friend.

The Rotary Club presented him a watch and chain May 4th. No man was allowed to give more than \$1.00 for the souvenir, but \$150 was raised almost immediately.

"Smidy" will be lonesome in Boston for a while, and I trust that you Bostonians will do everything you possibly can to take care of a real man, who is worth every consideration.

BINGHAMTON Rotarians in "The Smuggler's Revenge."

The sylph-like forms of Julia Marlowe Woodward (brunette, 190 pounds) and Maud Adams Lappeur (blonde, 210 pounds) were the star features in "The Smuggler's Revenge," recently presented by Binghamton Rotary before a picked audience of 700, including dramatic critics from the nearby metropolis of Hooper. It must be confessed, however, that the effect of a tender love scene was slightly marred by Woodward's lighting a corpulent black cigar.

David Belasco Waldbillig had charge of the tout ensemble, which included a stone mill and the smuggler's ship built of real pasteboard. John Drew Disinger as the boss smuggler displayed unexpected intelligence in the reading of his lines. Joseph Jefferson Joggerst was bent under his weight of woe as *Squire Gray*, the victim. But that was no excuse for Stage Manager Lichtenstein's trifling with the *Squire's* hair, which could be counted. Lichtenstein seemed to think he was janitor, call boy, prompter, scene shifter and author as well as stage manager.

Richard Mansfield Keepers was perfectly natural and so convincing as Roderick, the villain, with a Kaiser William mustache. Henry Irving Warner was intensely psychological in his devilishly subtle interpretation of *Carew*, the evil genius. The stately presentation of *Major Smart*, revenue officer, by David Warfield Vail; and the broadly humorous, streaked by a shade of sadness, impersonation of *Terry*, the Irishman, by DeWolf Hopper—and his cheerful grin, were a stinging rebuke to the gloomy fears of the friends of these artists who said they had come prepared for the worst.

The name of the author of "The Smuggler's Revenge" is kept a secret.

The electrical effects produced under the more or less supervision of Thomas Edison Dailey; the wardrobe creations of Madam Clara French, and the carpentry illusions of Poplar Tree Beers, mark a new era in the history of the stage in this neck o'woods.

The Wakula girls drew a double encore for every number.

(The above letter seems to the Editor to contain news of exclusively local interest and better suited for use in the local Club publication than in our monthly magazine. What do you fellows think about it?)

BIRMINGHAM (Ala.) Has Different Funnyman at each Meeting.

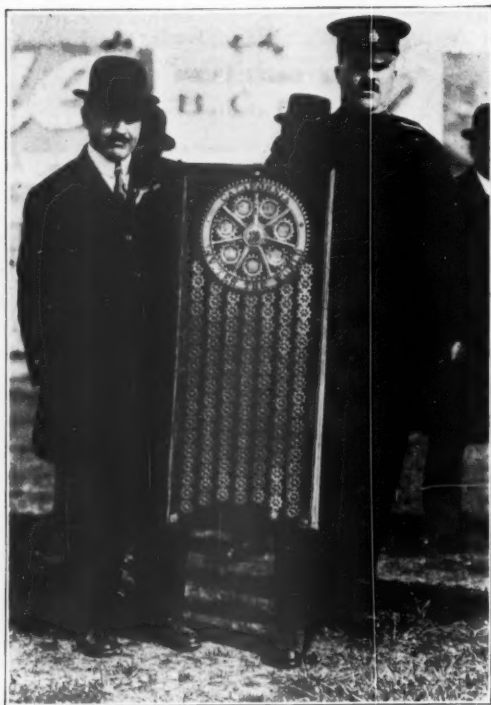
The Birmingham Club members have never believed that there should be any similarity between a Rotary meeting and a prayer meeting. We change our Program Committees frequently, and a new idea that has just been evolved is to delegate a "funnyman" for each meeting. Under penalty of unforgiven disgrace and oblivion, he must entertain us for at least five minutes. Some very clever skits have been puned.

The Club has just named the following as its official representatives to the Frisco Convention: J. D. Moore, General Committeeman, Frank P. Glass, Colman Blach, Oscar Turner, John E. Shelby, International Officer. The Club will also send Assistant Secretary Oliver Cox. Several of the delegates have expressed their intention of taking with them their wives, and it is also a fact that two or three "liverotes" will attend as visitors.

Our officers, together with ex-President Shelby, are working industriously to the end that the Southern Division shall be exceedingly noticeable, in number at least, at Frisco.

CALGARY Has Unique Baseball Contest.

A baseball stunt similar in many ways to one described in a recent issue of stunts was pulled off at our last luncheon and provided a very successful way of bringing Rotarians of a retiring disposition into prominence.



The Golden Wheel at Vancouver April 20, 1915, guarded by the Chief of Police, M. B. McLennan, and Rotarian John D. Kearns. (See page 136.)

Two nines were selected to play a game at lunch. A large blackboard having a diamond marked on it was put up in a prominent place. Each member on the teams had to get up and speak for one minute about one of the members who was of a retiring disposition, and both were requested to stand up. A man who knew all the members well was appointed umpire and scorer. After the speaker's minute was up and a large motor horn had been sounded to cut him off, the score of runs, hits and errors was marked up on the board.

The members of each team spoke alternately and were handed a card with the name of the member of whom they had to speak while the speaker ahead of them was on his feet, thus avoiding any preparation on their part.

Considerable amusement was caused by the number of errors made by each speaker, both in giving initials and address, the man on whose business the speaker was talking having the privilege of making any corrections.

No applause was allowed, and the whole game went off with a "bing" that was very satisfactory.

CEDAR RAPIDS Has Flower Garden Contest for Children.

The Cedar Rapids Rotary Club has appropriated \$65 for prizes for the school children who have the best flower gardens during this summer. This was the amount fixed by Miss Bardwell, Nature Study Supervisor, as sufficient.

CHICAGO Rotarians Active in New City Government.

Some cities are visited by earthquakes—some by fires and some by other unpleasant disturbances, but Chicago has been visited by an upheaval of a different sort—an upheaval that is mighty pleasing to local Rotarians. Rotarian Wm. Hale Thompson has been elected Mayor of this little village by some majority. And that isn't all—Rotarian James A. Pugh was his campaign manager. And that isn't all either—Rotarian Mayor Thompson appointed three members of our Club on his Citizen's Advisory Committee. Guess that'll put Chicago on the Rotary map for awhile.

All Rotarians in this neck o' the woods are cordially invited to join the Chicago Rotary Special to San Francisco. Will be glad to have you with us and will make you feel at home. Write to Morton MacCormac, Chairman "On to San Francisco Committee," 1208 E. 63rd Street, Chicago, and he will give you full particulars.

Of course we have a bunch of visitors but it isn't often that International Director Arch. C. Klumph drops in on us like he did recently. Glad you came, Arch—come again soon.

That's all this time except that TOM has gone to Guatemala to get some moving pictures of the natives.

DAVENPORT Club Starts City Beautiful Contest.

The Davenport Rotary Club will give \$400 in prizes in its third "City Beautiful" contest. The cash prizes will be given to those who do their own work, and honor prizes will be given those who employ labor on their grounds. The prizes will be given for yards, flower and vegetable gardens.

DULUTH Rotarians Advisers to City Commissioners.

The Rotary Club has been commissioned by the City Council of Duluth to form an advisory committee to co-operate with the City Commissioners in all civic matters, and to become an intermediary body through which the desires of the citizens may be brought to the attention of the City Council.

EDINBURGH Press Praises Rotarians for Activity.

Edinburgh, which has the name of being one of the most conservative places on earth, is beginning to understand something about Rotary; at least, it knows that the thing called Rotary is very much alive, and alive to some purpose. In witness thereof, Associate Editor MacLachlan, sends a cutting from the Edinburgh Evening Dispatch.

"Edinburgh Rotary Club is an amazingly active body, and as amazingly successful in its activities. A few months ago it entertained some seven thousand children of our soldiers and sailors. From that it immediately passed to the organization of a Royal Scots flag day, and having brought that off, it flung itself into the adventurous and laborious enterprise of filling up the vacancies in the battalions of the Royal Scots, and raising a Bantam Battalion.

"The venture seemed to be beyond the accomplishment of any such body. But faith and hard work can achieve almost anything. In a few months the Rotary Club has added two thousand men to the fighting strength of the Royal Scots, including the members of the Bantam Battalion,

(Continued on page 112)

THE ROTARIAN

Published by the **BOARD OF DIRECTORS**
of the **INTERNATIONAL ASSOCIATION**
OF **ROTARY CLUBS**

Office of Publication, Mount Morris, Ill., U. S. A.

CHESLEY R. PERRY, Managing Editor.

Suite 1014, No. 910 Michigan Ave., Chicago, U.S.A.
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the Postoffice at Mount Morris, Illinois, under
the act of March 3, 1879.

June, July and August

There is a tradition among publishers that people do little reading during the summer months. This, like so many traditions, may have been started by a few instances and have developed into a superstition. We believe that Rotarians are not subject to the superstition that they do not care to read when the weather is warm. So THE ROTARIAN will not submit to the tradition nor bow to its demands, but we shall endeavor to have it just as interesting in June, July and August as it is at other times.—C. R. P.

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THE ROTARIAN

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Frank R. Jennings, Advertising Manager

ANOTHER HAPPY ADVERTISER

"I am happy to say that I am in receipt of an order from a Rotarian for a set of Cox Shock Absorbers, and the remarkable fact is that THE ROTARIAN has only been out two days."

(Signed) A. R. REDBURN.
Cox Brass Mfg. Co., New York.

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ATLANTA, GA.....	W. B. Seabrook, Advertising, 910 Third National Bank Bldg.
AUSTIN, TEX.....	A. G. Walton, Adv. Manager "Austin American."
BAY CITY, MICH.....	James C. McCabe, Broker, 224 Ridotto Block.
BEAUMONT, TEX.....	J. L. Mapes, "Beaumont Enterprise," 451 Mulberry St.
BIRMINGHAM, ALA.....	John Sparrow, Sparrow Adv. Agency, Amer. Trust Bldg.—also Montgomery.
BOSTON, MASS.....	S. L. Mershon, Mershon & Klinefelter, 230 Devonshire St.
CAMDEN, N. J.....	Hubert Pfeil, Stephen Pfeil & Son, 225 Federal St.
CINCINNATI, OHIO.....	Allen Collier, Pres't, The Proctor & Collier Co., Advertising.
CLEVELAND, OHIO.....	Clement M. App, 510 Cleveland Athletic Club Bldg.
CORPUS CHRISTI, TEX.....	H. H. Edwards, Printer, 520 Starr St.
DALLAS, TEX.....	F. A. Wynne, 312 Juanita Bldg.
DAYTON, OHIO.....	Oswald Becker, Travelers Insurance Co., 715 Putnam Bldg.
DAYTON, OHIO.....	Henry Webb, Newspaper Advertising, 1201 U. B. Bldg.
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DES MOINES, IOWA.....	E. W. Sann, Mitchell Advertising Agency, 322 Flynn Bldg.
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FORT WORTH, TEX.....	Bismark Heyer, Heyer-Mills Piano Co., 211 W. 8th St.
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HALIFAX, N. S.....	Fred M. Guildford, Guildford & Sons, 101 Upper Water St.
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HOUSTON, TEX.....	J. H. Beek, Beek Advertising Agency, Chronicle Bldg.
INDIANAPOLIS, IND.....	John L. Clough, Mgr., Chance-Clough Company, 1016 Merchants Bk. Bldg.
JACKSONVILLE, FLA.....	Jefferson Thomas, Thomas Adv. Agency, 606 Florida Life Bldg.
JOLIET, ILL.....	Forbes Fairbairn, Joliet Herald.
KALAMAZOO, MICH.....	Edward P. Munro, c/o The Bradstreet Co.
KANSAS CITY, MO.....	Willis M. Hawkins, Advertising Agency, Waldheim Bldg.
LINCOLN, NEBR.....	H. M. Bushnell, Publisher, The Trade Review, 202 Fraternity Bldg.
LITTLE ROCK, ARK.....	S. M. Brooks, Ad Writer & Counselor, 808 State Bank Bldg.
LONDON, ENGLAND.....	W. E. Barney, Frederick E. Potter, Ltd., Kingsway, W. C.
LOS ANGELES, CAL.....	F. W. Johanect, Dake Advertising Agency, 432 South Main St.
LOUISVILLE, KY.....	Samuel McD. Anderson, The Trade Outlook, 208 Keller Bldg.
MACON, GA.....	Billy Billings, Whitehead-Hoag Co., 1009 Georgia Life Bldg.
MILWAUKEE, WIS.....	C. H. Hall, Hall Advertising Company, Merrill Bldg.
MONTGOMERY, ALA.....	John Sparrow, Sparrow Advertising Agency—Birmingham, Ala.
MUSKOGEE, OKLA.....	Jacob E. Brecheisen, Walk-Over Boot Shop, 215 W. Broadway.
NASHVILLE, TENN.....	Clifton H. Green, Independent Adv. Company, 1st Nat'l Bank Bldg.
NEW ORLEANS, LA.....	W. R. Burk, Architect, 840 Gravier St.
NEW YORK, N. Y.....	Eugene G. MacCan, Lubricating Oils, Hotel Imperial Broadway and 31st St.
NORFOLK, VA.....	C. I. Mains, Virginia-Pilot Pub. Co., Monticello Hotel.
OAKLAND, CAL.....	A. T. Golding, Ass't Secretary Oakland Rotary Club, 422 Dalziel Bldg.
OMAHA, NEBR.....	Daniel Baum, Jr., Baum Iron Company, 13th & Harney Streets.
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PEORIA, ILL.....	Frank H. Lowe, Whitehead & Hoag Co., 931 Jefferson Bldg.
PHILADELPHIA, PA.....	George P. Smith, Borne, Scrymser Co., 437 Chestnut St.
PIQUA, OHIO.....	H. Kampf, Editor & Manager Piqua Leader-Dispatch, 122 W. Ash St.
PITTSBURGH, PA.....	Elmer E. Brosius, Official Railway Guide Pub. Co., 1107 Peoples Bank Bldg.
PORTLAND, ORE.....	Geo. D. Lee, Geo. D. Lee Advertising Agency, 1323 Northwestern Bk. Bldg.
PROVIDENCE, R. I.....	A. H. Sanborn, Office Specialties, 26 Custom House St.
PUEBLO, COLO.....	B. F. Scribner, The Franklin Press Co., 818 W. 13th St.
READING, PA.....	John B. Dampman, Dampman Advertising Agency, 501 Colonial Bldg.
RALEIGH, N. C.....	John A. Park, Publisher The Raleigh Times.
RICHMOND, VA.....	Rufus S. Freeman, Pres. Freeman Adv. Agency.
ROCK ISLAND, ILL.....	F. W. Burgh, Advertising, 229 18th St.
SACRAMENTO, CAL.....	Jno. W. Morshead, The Morshead Advertising Agency, Nicholaus Bldg.
SAGINAW, MICH.....	H. W. Kinney, The McClure Co., 2 Holland Court.
ST. JOHN, N. B.....	Ralph H. Watts, Adv. Mgr., St. John Daily Telegraph.
ST. LOUIS, MO.....	C. L. Chittenden, Blackhorn Sales Co., 4201 Hartford St.
SAINT PAUL, MINN.....	S. Greve, S. Greve Advertising Agency, 305 Oppenheim Building.
SALT LAKE CITY, UTAH.....	A. G. Mackenzie, Advertising and Publicity, 317 Continental Nat'l Bk. Bldg.
SAN ANTONIO, TEX.....	E. Y. White, E. Y. White Cleaning & Dyeing Co., 701 Ave. C.
SAN DIEGO, CAL.....	E. E. Martin, Martin Adv. Agency, Am. National Bank Bldg.
SAN FRANCISCO, CAL.....	H. H. Feighner, Secretary, The Rotary Club, 817-818 Humboldt Bank Bldg.
SAVANNAH, GA.....	Luke P. Pettus, Advertising Agency, 215 Real Estate Bldg.
SEATTLE, WASH.....	R. K. Moore, International Correspondence Schools.
SEATTLE, WASH.....	W. A. Graham, Jr., Secretary, The Rotary Club, 237 Rainier-Grand Hotel.
SIOUX CITY, IOWA.....	Paul C. Howe, American Realty Co., 201 Commercial Block.
SPRINGFIELD, ILL.....	Walter S. Reed, Capital Engraving Co., 4th & Monroe St.
STOCKTON, CAL.....	Arthur G. Ross, Advertising Service, 511 Savings & Loan Bldg.
SYRACUSE, N. Y.....	Ray Van Benschoten, Van Benschoten and Countryman, 216 E. Fayette St.
TAMPA, FLA.....	L. D. Reagan, Manager, Tampa Publishing Co.
TOLEDO, OHIO.....	H. H. Stalker, H. H. Stalker Adv. Co., Nasby Bldg.
TROY, N. Y.....	Hugh M. Reynolds, Advertising Specialist, Times Bldg.
VICTORIA, B. C.....	C. L. Armstrong, Victoria Advertising Service, 113 Stobart Pease Bldg.
WACO, TEX.....	J. M. Clement, Mgr. Western Union Tel. Co.



Main Portal, Varied Industries



Minor Portal, Varied Industries

(Continued from page 2)

To Rotarians Everywhere, Greeting:

For five years we have been inviting you and your friends to be our guests for one week (July 18-24)—and longer if you'll remain—in 1915. Now the time is almost here—less than two months away. You are coming in train-loads, and we are going to pull together and have the greatest Convention in the history of Rotary.

We Are Ready for You

From conservative estimates on the attendance to our Convention in July, the International Convention of Rotary Clubs will be the **third** largest convention to be held in San Francisco during 1915. This fact alone assures a magnificent reception for Rotarians when they come to be our guests in July. On pages 131 and 144 we suggest for your consideration some of the points of interest in our city and also some attractive out of town trips.

Is It Hot in Your City in July?

Do you know that during June, July and August the average daily mean temperature in San Francisco is only 59° Fahrenheit?

Do you realize that you and your family can be very comfortable and happy during June, July and August in or near San Francisco?

Come and spend the summer with us and be comfortable.

Bring your wraps, you will need them evenings—those stimulating San Francisco evenings when the crowds are on the streets under the bright lights “down town.”

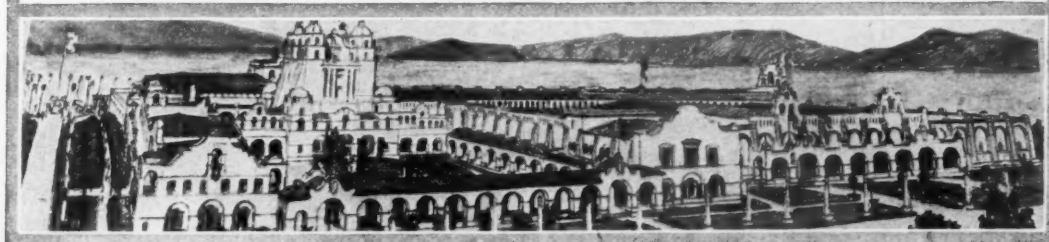
The most beautiful retail stores to be found in America are the result of the rebuilding of San Francisco. The theaters are new, fireproof, of steel frame construction and beautifully decorated. The hotel accommodations equal in quality those of London and New York.

San Francisco is the city of the bay and ocean. It is almost surrounded by salt water. Its climate is mild, even and tonic; in summer cool and invigorating; in winter, winterless.

This is the gate to the playground of the world. Come and enter. You will be made welcome, and you will return.

The Rotary Club of San Francisco

California Building, Which Will Contain the Displays of Its Fifty-eight Counties



(See page 131)



Personally Escorted Tours to California Expositions Every Week

First Class Tours under the direction of the Department of Tours of the Chicago, Union Pacific & North Western Line leave Chicago every Saturday night.

An experienced representative of the Department accompanies each party to look after your comfort and convenience. His knowledge and experience are entirely at your service, without additional cost.

Cost of Tours includes round-trip first class railroad transportation, double berth in first class standard Pullman sleeping car, and first class hotel accommodations at the best hotels.

Your trip is much more pleasant when joining such a party. Choice of different routes going and returning. Before you make your plans for your Exposition Trip do not fail to see the book of "California Exposition Tours." It may be had for the asking. Write to or call on

S. A. Hutchison, Manager, Dept. of Tours
C. U. P. & N. W. Line, 148 S. Clark St., Chicago
Phone Randolph 4221

***Yellowstone National Park Tours
in June, July and August***

Rock Island

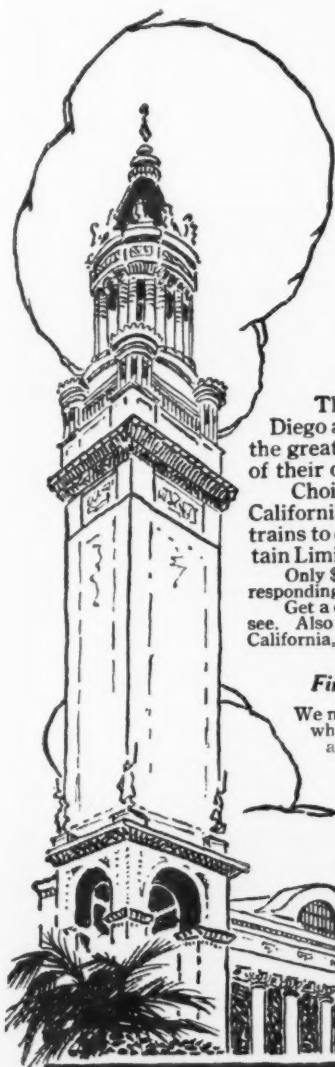
Scenic Circle Tours

To

California

and the

Panama Expositions



The Expositions in California—the Panama-California Exposition at San Diego and the Panama-Pacific International Exposition at San Francisco, afford the greatest opportunity ever presented to the American people to see something of their own country.

Choice of routes, including the wonderful Colorado Rockies, Salt Lake, beautiful California and the Pacific Coast; the enchanting Southwest. A number of limited trains to choose from, including the famous "Golden State Limited," "Rocky Mountain Limited," "Californian," "Colorado-California Express" and "Colorado Flyer."

Only \$62.50 for round trip from Chicago, \$57.50 from St. Louis, \$57.50 from Memphis, with correspondingly low fares from all other points. Liberal stopover privileges. Long return limit.

Get a copy of our folder on the Panama Expositions, tells you how to go and what you can see. Also a copy of our Circle Scenic Tours Folder descriptive of 42 most interesting routes to California, the Pacific Coast and return.

Automatic Block Signals

Finest Modern All-Steel Equipment Superb Dining Car Service

We maintain Travel Bureaus in all important cities. Our representatives are travel experts who will help you plan a wonderful and an economical outing, give you full information and look after every detail of your trip. See nearest representative, or address

L. M. ALLEN, Passenger Traffic Manager
Room 731 La Salle Station, Chicago

Both Expositions included in one ticket at no extra cost
San Diego—San Francisco



What Would It Be Worth to You?

IF *you* could shake hands with every man in Rotary, what would it be worth to you?

IF *you* could tell each one your business, your address and the merits of your goods, what would *that* be worth to you?

IF *you* could secure an audience and meet each of the 20,000 Rotarians right in his own home, at his fire-side, or on the inside of his private office! If you could have all of his time and his undivided attention. If you could be met with a smile, what a fabulous price such a call would be worth.

Face to face with *your* prospect—at his private desk, at his club, yes, and even in his own home. A welcome visitor this salesman of yours. He secures quick admission to the inside office. He has no interruptions and what a list of prospects he calls on.

Each of these prospects has made a success in his own business and by business friendship stands ready to make a success of *yours*. Each knows a good article, buys good stuff and expects good service.

Shake hands with every man in Rotary.

THE ROTARIAN is the way.

What is it worth to *you*?



THE ROTARIAN,

910 Michigan Ave.,
Chicago.

....., 1915.

Send us your advertising rates and full particulars regarding THE ROTARIAN as an advertising medium.

Name....., Town

*Official Route
St. Paul Rotarians'
Special Train*



'Frisco via Glacier National Park!

Aboard overland trains, from Chicago, St. Paul, Minneapolis, Kansas City, an interesting ride westward to the Montana Rocky Mountains and Glacier National Park—

enroute a visit to Glacier National Park—at the trackside—where among the splendid Rockies, between unique hotels and chalets, wonder tours await—a further westward ride unsurpassed in America through Spokane to Portland—over the Cascade Mountains and by way of Puget Sound and Seattle and Tacoma—

aboard luxurious new steamships "Great Northern" and "Northern Pacific," a voyage down the Pacific to San Francisco—

going or returning, travel this "Great Northern way."

Clip the coupon below and secure the Great Northern's Expositions Folder and new books about Glacier Park: "Hotels and Tours," Aeroplane Map Folder and Walking Tours Book.



C. W. PITTS, General Agent, Passenger Department
210 So. Clark Street, CHICAGO

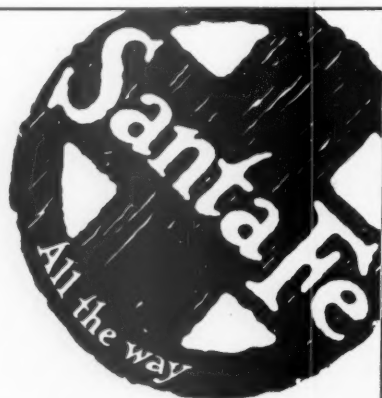
STEPHEN LOUNSBERY, General Agent, Passenger Dept.
1184 Broadway, NEW YORK

H. A. NOBLE, General Passenger Agent, ST. PAUL

H. A. NOBLE, General Passenger Agent, Great Northern Railway, Department R., St. Paul, Minn.
Send me Exposition Folder and Glacier Park books.

Name

Address



The **big meeting**
July 18-23 at
San Francisco

On your Santa Fe way to San Francisco and San Diego Expositions you can visit such interesting places as Grand Canyon of Arizona, Petrified Forest, ancient Indian pueblos, Yosemite and the big trees.

Daily Excursions with liberal return limit and stop-overs.

Four daily Transcontinental trains, including the California Limited, exclusively first-class.

Fred Harvey meals "all the way."

May we send you our picture folders of the trip?

GEO. T. GUNNIP, Gen. Agt.
Santa Fe Railway
78 E. Jackson St.
CHICAGO

(WHAT THE CLUBS ARE DOING)

(Continued from page 104)

which will be known as the 17th Royal Scots. This is altogether a remarkable record, and it might do some of our organizations good if they would seriously apply themselves to discover the secret of this wonderful success."

We might be in some difficulty in advising anxious inquirers where to begin their search for improvement. Personally, I should be disposed to send men straight to Mr. Secretary Stephenson. He is a secretary.

EVANSVILLE Will Have Good Convention Representation.

The Evansville Club will have its full representation at the San Francisco convention.

We are planning an all-day outing to French Lick Springs. Over one hundred will attend.

Our club meetings have been very interesting of late, and all members are enthusiastic.

FORT WAYNE Active in Dixie Highway Campaign.

The Fort Wayne Rotary Club is just beginning to get its bearings. Shortly after its organization, in January, a lively delegation from the Toledo Club came with great quantities of enthusiasm and inspiring information, and this visit, coupled with reports of the activities of the older organizations, helped to show the Fort Wayne men the real object of this great movement.

The club has entered actively into the campaign to make Fort Wayne the northern terminus of the Dixie highway and the junction point of the route with the Lincoln highway. President Martin Luecke, in company with Van B. Perrine, president of the Commercial Club of Fort Wayne (an active Rotarian) have been in attendance at the general meetings in the South to consider the northern portion of the route.

The Rotary Club proclaimed its importance to the people in general when it inaugurated the baseball season of the Central League with a monster automobile parade, led by Charles L. Biederwolf, secretary of the Commercial Club and an active Rotarian.

The club has been asked to participate in a proposed celebration in this city in 1916, commemorative of the centennial of the admission of Indiana to the sisterhood of states.

FORT WORTH Has Exciting Attendance Contest.

An exciting attendance contest between the Must Be's, and Can Be's, and Will Be's and Shall Be's was won by a narrow margin by the Must Be's, and as a result the three losing teams entertained the winners and their ladies at an all day party at Glen Garden Country Club, the entertainment consisting of a golf tournament in the afternoon and a banquet and dancing in the evening.

The club members were divided into four equal divisions, each in charge of a captain. A separate table for each team was provided at every meeting. No excuses for non-attendance were accepted. Great ingenuity was exercised in the effort to acquire full attendance at each meeting, a single member often receiving as many as twenty reminders by mail and as many telephone calls the morning of the meet-

(Continued on page 114)



USE ERROR PROOF SPEED KEYS

[All their name implies]



ERROR-PROOF SPEED KEYS

Increase Speed
Insure Accuracy
Save Stationery
Save Ribbons
Save Platens
Prolong Life of Machine

They will pay YOU, "The Man who Pays the Bills," a very substantial dividend on your investment.

PREVENT ERRORS. See that Error Proof extension on the first and third rows!—THAT prevents your operator's fingers from slipping off the keys. Ask your stenographer how many errors she makes this way—It takes at least thirty seconds to make correction—Now figure the cost per day.

INCREASE SPEED. Each key is fitted with an ingeniously constructed spring which gives a quick, snappy action and a very soft delightful touch.

It's easy to increase speed with Error Proof Speed Keys.

SAVE RIBBON and CARBON COSTS. Your Ribbons and Carbons will wear 20% longer, and your rubber rollers twice as long. Why? The spring softens the force of the hammerlike blows—so of course they won't wear through so rapidly.

Error Proof Speed Keys never become dirty nor soft and mushy, and the letters positively do not and cannot wear off.

Every operator should use them. They will write more letters per day and neater ones, too. Price, \$3.50 per set. (2 Year Guarantee.)

Some of the largest companies have adopted and standardized this Key. Come along with the other wise Rotarians.

AUTOMATIC TYPEWRITER SHOCK ABSORBERS

NOISELESS AUTOMATICS do not in any way change the typewriter itself, but do make a wonderful change in the way the typewriter works.

IRRITATING NOISE of the typewriter cabinet is effectually stopped. The natural responsive "touch" is restored, making for speed, accuracy and amount in the day's work. Wherein is found efficiency to a marked degree.

CUSHIONING INVISIBLE Steel springs, imbedded in sockets, under felt coverings, on which the rubber feet rest, make a permanently efficient cushion of steel, felt and rubber. "Puts away" the filthy mat and makes for good health, comfort and endurance.



NOISELESS AUTOMATIC SHOCK ABSORBERS AND DESK ATTACHING DEVICE

For All Makes of
Typewriting Machines
Reduce Repair Calls
and Nerve Strain
Increase Efficiency
(5 Year Guarantee)

PRICE, \$3.50 PER SET.

The Speed Key Selling Agency, Inc.

Manufacturers

84 West Broadway New York City

LIVE ROTARIAN AGENTS WANTED.





Simply sign and mail coupon below, or if you prefer, drop a postal asking for Book No. 142, and you will receive free, a profusely illustrated 64-page booklet containing valuable information about hotel and restaurant rates, Exposition admission fees and railroad and Pullman fares. Outlines how to vary your trip by going over one line and returning over another, thereby gaining the most comprehensive idea of the West; describes many free side trips enroute, as well as stop-over points of particular interest; tells how to see both Expositions and practically the whole State of California for a single Exposition fare; in fact, it is a Guide book giving just the information required to form complete plans for your Western tour and at a vast saving in cost. You know beforehand just what the trip will cost. Begin laying your plans now.

Get this Book today—It's free.

MAIL THIS COUPON.

Gerrit Fort, P. T. M.
Union Pacific Railroad Co.
Omaha, Nebraska.

I would be glad to receive free your illustrated "California Exposition Book" No. 142, and other information of assistance in planning a California trip.

Name

Address

The Rotary cigar is sold on all Union Pacific dining cars.

(WHAT THE CLUBS ARE DOING)

(Continued from page 112)

ing. The Must Be's won with a record of only eight absentees, all of whom were away from the city on the meeting day. Their margin of victory was only two, however.

The last day of the contest was the big day. The Must Be's brought one of their members across three states, the team paying his railroad fare. Just before the final roll call several Rotarians were formally arrested on a warrant signed by the chief of police and subscribed before the Corporate Judge, accused of committing several known and unknown crimes. A trial was demanded before the Rotary Club. The city officers and judges were brought to the meeting, the trial was held and the arrested members acquitted.

GALESBURG Rotarians Lead Successful Clean-up Week.

Under the direction of the Rotary Club of Galesburg, a successful clean-up and paint-up week was celebrated May 3 to 8. On the Sunday following the Rotarians collected a large number of automobiles and gave free rides to all "shut-ins," elderly people and poor folks unaccustomed to outings and motor trips. It was "Mothers' Day," and special attention was shown to mothers. The clean-up week was only one section of our campaign for "the city beautiful," which has been mentioned before in the magazine.

Galesburg Rotarians are making elaborate preparations for a summer frolic and gridiron for the afternoon and evening of July 8 at Rotary Point, at the end of a long and hazardous automobile trip southeast of Galesburg. We would like to entertain Rotarians from everywhere at this event, but are particularly anxious to have members from Peoria, Davenport, Rock Island, Moline, Quinev, Springfield and other points within a reasonable radius from here. We will promise 'em all a corking good time and something different.

GALVESTON Stages Burlesque by the "Seven Georges."

The last monthly night meeting of the Galveston Rotary Club was featured by an amusing burlesque skit, staged by the "Seven Georges," being a committee of seven members, each of whom answers to the same front name, George. The president was ousted, and the "Seven Georges" took charge of the proceedings. One feature that caused great amusement was the nomination of a new city ticket, each of the nominees accepting in a humorous, prepared-in-advance speech. Mayor Fisher and City Commissioners Norman and Sappington were among those present.

HAMILTON Rotarians Have Surfeit of Good Things.

Hamilton Rotarians have had a surfeit of good things lately. Ladies' Night was a gala occasion, over a hundred being at the banquet, and, besides clever speeches, there was a musical program that was all to the Carey. The ladies were the recipients of many useful souvenirs, and it is safe to say were almost as much amazed as they were delighted at the show.

Rotarian Tobey was the man of the hour at this week's luncheon, and besides sending to the mem-

(Continued on page 116)



Tom Has Gone to Guatemala

He left Chicago on the 26th of April—lantern-slides, fountainpens & all.

He's gone to Guatemala to write a book or hire a cook or to have a look—or something or other!

Anyhow, he's gone—& his moving-picture-machine went with him.

But he'll be back in time to go to the convention at San Francisco in July. Leave that to Longtom—he wouldn't miss a regular thing like a ROTARY convention.

I saw him in Chicago a few days before he left there to visit the Guatemilesians—or do you call 'em Guatemalayians, I dunno!

And he & I decided that we'd have a party out in San Francisco—we're going to celebrate Tom's birthday & mine—& you're invited. I say, **YOU'RE INVITED TO THE PARTY**—that is, if you're a friend of ours or if you have any friends who are friends of Tomerme.

The best way to prove that you're a friend is to come to the birthday party—that's easy enuf.

You'll find out about the details a little later.

Let it go at this, that it'll be a real swell affair—no, nothing like a stiff, formal, durned-if-I-care, full-dress event—omino, anything but that. The best society always comes to our Birthday Parties but they don't come to show their jewelry nor their gladrags.

It's to be a man's affair—a gathering of good fellows—a big get-together of Rotarians.

And you wouldn't miss it for a sockful of silver dollars.

Mulholland will be with us—Guy Gundaker was the verifirst to have a plate reserved for him—Ozzie Becker will be there, & John Knutson, sure thing—oh, yes, & Bob Cornell'll be there. Drop me a line, if you will, & say that you'd like to sit in with us.

Yours right cheerily,

Chas. Happy Sallaman

one of the 'leven little leathersmiths
at 1033 Race Street, Philadelphia, U.S. A.

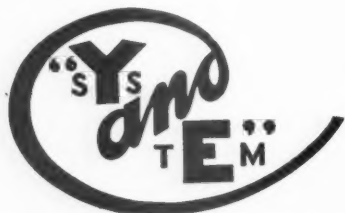


The 'leven are saving a plate for you and San Francisco is waiting—come on along!



"He Profits Most Who Serves Best"

In 35 Years This Great Business
Has Been Built Up From A Small
Beginning.



System Service

Is The Principle upon which
"Y and E" Filing Devices and
Office Systems are sold.

"From 20 Feet to 20 Acres"

—a book. Tells a little story about
what service has done for a big
business, and will give you some
idea of why we are capable of
serving you systematically.
Write for it.



New York, U. S. A.

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Rochester, New York, U. S. A.

BRANCHES: New York Washington
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Pittsburgh Philadelphia Boston
Cleveland Kansas City Springfield, Mass.
Oakland Los Angeles San Francisco

Agents and Dealers in more than 1200 other cities.



Representatives in the following cities are members of
the Rotary Club:

Hartford, Conn.	Nashville, Tenn.	Atlanta, Ga.
Montgomery, Ala.	Erie, Pa.	Boston, Mass.
Rochester, N. Y.	Allentown, Pa.	Cleveland, O.
Chicago, Ill.	Sacramento, Cal.	Toronto, Canada
Columbus, O.	Indianapolis, Ind.	South Bend, Ind.
Peoria, Ill.	Springfield, Ill.	Sioux City, Ia.
Kansas City, Mo.	Little Rock, Ark.	Galveston, Texas.
Beaumont, Texas	Lincoln, Nebraska.	San Francisco, Cal.
Los Angeles, Cal.	Omaha, Nebraska.	Cincinnati, O.
Canton, O.		

(WHAT THE CLUBS ARE DOING)

(Continued from page 114)

bers no fewer than three distinct bids, all of them unique, had living models to illustrate his talk on the progress of the ready-to-wear clothing trade in this city.

Tobey is part Irish, and one of his invites was a potato, and as he has offered a silk hat to the Rotarian raising the biggest potato from the sample, half the club is already back to the soil, and if you meet any of them in California an inquiry about The Potato will be appreciated.

HALIFAX Rotarians Have St. George's Day Celebration.

One of the best April meetings of the Halifax Club was held to celebrate St. George's Day. English fare and English song, followed by a stirring address on England's Patron Saint, and the British views and lessons of the present war, illustrated from the ancient legend regarding St. George and the Dragon.

After the luncheon of April 27th, Halifax Rotarians were taken by special cars to inspect the Electric Light and Tramway plants of the city. Facilities to see and learn much of the important and systematic workings of such modern equipments with lucid explanations were given to those of curious or inquiring minds.

The Municipal Association fathered by the Club met with greater success than was at first anticipated. Three out of four of their nominees as Controllers and nine out of twelve Aldermen were elected. The newly elected Mayor and Controllers made their first public appearance at the Rotary luncheon of May 4th.

The Halifax Rotarians have become a power in the city, blending together several influences for good that hitherto were considered impossible because of sectarian or political difference.

LOS ANGELES Has Great "In- cognito Meeting."

Psychology entered somewhat into the "Incognito Meeting" of the Rotary Club of Los Angeles. If you were to sit down alongside of a man you felt sure you should know, and that man's features were in some way hidden, you would probably strain every effort to "place" him through some other means of identification—voice, movement of his hands or clothing. This is just what happened at that meeting of April 2nd.

As the members entered the hall leading to the dining room they were taken in charge by a committee, instructed to remove their coats and don a butcher's apron; they were later given a paper bag cut only with eye holes, and instructed not to remove this headgear until formally introduced. Into a dimly lighted dining room they were conducted to numbered seats. The President, Secretary and Chairmen of various committees, all of whom formed the reception committee, later entered with the same headpieces, to slow music.

The self-introduction at roll call was the time for removal of the masks; this ceremony was interspersed with ludicrous guesses as to the identity of various members before removing their masks. The result has been commented upon by many members, who feel that they now know their table partners better than they could have ever known them had they been seated at the table in the usual way.

(Continued on page 118)

A New Type

The Pocket Self-Filler

the latest

Waterman's Ideal Fountain Pen

To those who prefer a fountain pen of the self-filling type, this announcement is of special interest. It introduces the most important development in self-filling fountain pens—a new Pocket Self-Filler that is distinctly Waterman's Ideal throughout, possessing all the superior qualities and exclusive features of the Regular type, plus the convenience of automatic filling direct from the ink supply. Simply raise and lower the lever, with the point in the ink, and it fills immediately. The lever snaps down and forms an absolute lock of the ink tube. This is the perfect pen for your vacation equipment. Made in a wide assortment of sizes, including short size for vest pocket or purse. \$2.50, \$4.00, \$5.00 and up.

The best stores everywhere sell Waterman's Ideals. In addition to the Pocket Self-Filler, ask to see the Regular and Safety types.

*Illustrated
Folder on
Request*

Waterman's Ideal Fountain Pen

*Safeguard yourself against substitutes by seeing
the Waterman's Ideal Trademark on each pen.*

L. E. Waterman Company, 173 Broadway, New York.

Boston,

Chicago,

San Francisco,

Montreal,

London,

Paris,

Buenos Aires.



"Yours Rotarily" Mr. E. Z. Zylbex

I am a motor goggle, gentlemen, one who is interested heart and soul in advancement, achievement and new things. I have the utmost confidence in "Rotary" and the indefatigably progressive spirit back of it—I have the very same strong confidence in myself, because I, too, offer you advantages no other motor goggle can give. My name is

ZYLBEX Self Adjusting Goggle

and I have a faculty of fitting in anywhere. You see, my bridge is made of strong, four-ply silk braid which automatically fits the big or little, wide or narrow nose—gives complete comfort and perfect protection. Nor do my good qualities stop here. My frame is of Zylonite tortoise shell—beautiful, distinctive and classy. And knowing that motorists need protection all around, I am built with clean, soft leather sides. Finally, not to have anything about me imperfect, I come with easy springlike temples that do not "pull" on your ears.

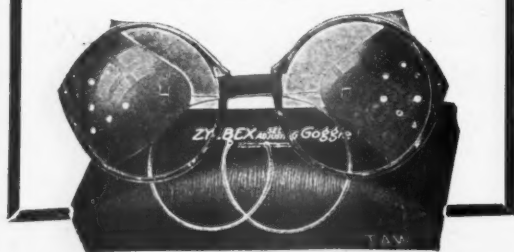
But I've talked too much about myself. However, I'd like to meet you because I know I give you true "Rotary" service in Eye Protection. I can see you at your optical, drug, hardware or motor supply dealer or two dollars brings me by mail, quickly. Send the money or write for my family history today, to

T. A. Willson & Co., Inc.

READING, PA.

"Since 1870"

CHICAGO, TORONTO, SAN FRANCISCO,
Reading Rotarians.



(WHAT THE CLUBS ARE DOING)

(Continued from page 116)

MACON "City Beautiful" Committee offers prizes.

The "City Beautiful" committee appointed by the Macon Rotary Club has divided the city into five sections and offered prizes for clean and beautified yards and flower gardens. The value of the prizes in cash, garden hose, books, etc., amounts to about \$100. There are prizes for front yards, lawns, back yards, special flower beds, etc. The contest is attracting a great deal of interest and enlisting many adults and children.

MADISON Has Two New Honorary Members.

Madison is proud of its two new honorary members—Governor E. L. Phillip and Burt Williams. The governor is a member of the Milwaukee Rotary Club, but we like him so well that we also claim him. In his recent talk to us he emphasized the desirability of letting business alone. In Burt Williams we have an orator who is strictly in the Mulholland class. His talk on "The Humanitarian Aspects of Rotary" is one every member should hear.

MANCHESTER Rotarians Entertain Bogus Russian Officer.

It was rather unfortunate that we should have as our guest on the 1st, April, Colonel Mossoff, of the Russian Army. A special whip was sent round to the members, so as to make sure of a good attendance, which had the desired effect of bringing out a large number.

Colonel Mossoff had a great reception, and replied feelingly to the toast of the Russian Army, which was proposed by one of our worthy members. The effect, however, was spoiled by one of our "rude" members asking whether it was true that 200,000 Russians passed through this country last autumn. It then began to dawn on the members that Colonel Mossoff was not all he seemed to be. He was none other than our advertising man, decked out in all the glory of a Russian officer. His only excuse was that it was the 1st, April.

At our monthly dinner held on the 8th, April, Rotarian W. E. Beardsall enlightened us on electric fittings.

MILWAUKEE Rotarians Have Ladies' Souvenir Dinner.

Nearly two hundred Rotarians attended the annual Ladies' Souvenir Dinner of the Milwaukee Rotary Club, given at the Hotel Pfister, the total attendance being almost four hundred. The dinner was a great success. About one hundred and fifty prizes were given to the guests, including a real live Boston Bull pup, a ton of coke, a half ton of ice, a refrigerator, a small safe, railroad and steamship tickets, etc. At each lady's place was a six-pound paper bag, filled with an assortment of souvenirs ranging from cottage cheese to vanity cases.

President W. J. Zimmers, whose subject was "Rotary Ideals," and Rotarian Milton C. Potter, superintendent of the city schools, whose subject was "The Children of Rotary," were the speakers of the evening. President Zimmers paid a high tribute to woman. Superintendent Potter praised Rotary's aims towards closer relationship with the "citizen of tomorrow."

(Continued on page 120)

Get Acquainted!

Once you know the C-C Shock Absorbers you will swear by them. They are the biggest value and most appreciated accessories you can attach to your car.

C-Cs make riding easy, reduce your upkeep expense. They absolutely absorb every shock and jolt caused by the ruts and bumps that you are sure to meet in your travels. No matter how short the stretch of bad roads

C-Cs will prove a big help to you.

Aside from the comfort consider your tires. Tires cost money! The thumping they get over rough roads bruises the fabric and eventually causes blowouts. C-Cs overcome this. They eliminate the pounding—the wheels stay on the ground.

If C-Cs will do all this, don't you think they are worth \$10.00 to you? Give them a trial.

Satisfaction Guaranteed

If, after thirty days they are not satisfactory return them and your money will be refunded.

Better get your set today. If your dealer can't supply you, write to our nearest office for folder.

For the Ford, \$8.00 set of four, \$4.50 set of two. For other cars, \$10.00 set of two complete for the rear.



COX BRASS MFG. CO.

ESTABLISHED 1872

ALBANY, N. Y.

1777 Broadway, New York City—2129 Michigan Ave., Chicago, Ill.

Distributors

Boston, Mass., Philadelphia, Pa., Washington, D. C., Pittsburgh, Pa., St. Louis, Mo., Minneapolis, Minn., Davenport, Ia., Cleveland, Cincinnati, Columbus, Toledo, O., Buffalo, N. Y., Syracuse, N. Y., Sioux Falls, S. D.
Pacific Coast—San Francisco, Los Angeles, Oakland, Cal.

\$10⁰⁰ *Set of Two Complete for Rear* **\$10⁰⁰**

Kno^{the} Belts



They Look Better
They Last Longer
Than Other Kinds

Kno^{the} Belts



From the lowest to
the highest priced
belts, one feature
always prevails—
intrinsic value.

Knothe Brothers, Inc.

122-124 Fifth Avenue, NEW YORK

(WHAT THE CLUBS ARE DOING)

(Continued from page 118)

"The power to love and understand your children can not be delegated," said Mr. Potter. "You must understand them, study them and take them as they are. And do not forget that there is no average child."

Discussing "The Business of the Clergyman" at the first May noon meeting, the Rev. C. H. Deale said, "It is the business of the clergyman in the complex conditions of modern society, to be an expert in all departments of moral and social activity. It is the distinctive function of the church and the minister to secure the recognition of universal relations."

MONTGOMERY Club Proud of Little Brother Rotarian.

The Montgomery (Ala.) Rotarians want to introduce to you Robert W. Wilson, a Little Brother



Robert W. Wilson.

Rotarian, who is only ten years old, but who is a real little business man, working for a trip to the San Francisco Exposition by selling the Curtis publications. Associate Editor J. Lee Holloway writes: "As I understand it he ranks seventh in the sale of Saturday Evening Post and Country Gentleman in the United States. This is remarkable when it is remembered that our city has only about 20,000 white people and is not in a thickly populated section, like other cities and in other states. The boy is from a good family, goes to school, and has made a fine record. At our Big Brother dinner some time ago he was present, having received three or four invitations." He is the only boy in Alabama who has qualified to enter the Curtis contest for a trip to the Exposition. To increase his sales he has distributed some neat circulars. He is a son of Samuel E. Wilson.

NASHVILLE Has New Chairman Each Week.

Nashville Rotarians have found the plan of a new chairman each week to be worth while. The President keeps a guiding hand on all matters, and the Secretary keeps the program brim full. The opportunity given different Rotarians to preside affords a chance for the introduction of new ideas and the use of the individuality of the different men. Variety is the spice of life. Each chairman vies with the previous ones to make the meeting more spicy and helpful. The Nashville Rotary Club has passed through the formative and the experimental stage and is now getting down to real business. Practical matters are before the Executive and other committees looking to real service. Nashville Rotary was well represented on the Nashville Booster train visiting 50 towns in Tennessee, Kentucky and Indi-

(Continued on page 122)



Official Typewriter
Panama-Pacific
International Exposition
REMINGTON

Pre-eminent since the original writing machine, a Remington Typewriter, was shown at the Philadelphia Centennial Exposition



In the Field **FIRST**
1876

FIRST in the Field
1915

A RECORD BASED ON

QUALITY—The Remington is the Recognized Leader Among Typewriters.

PROGRESSIVENESS—Every Recent Typewriter Improvement is a Remington Improvement.

COMPLETENESS—Machines for All Uses. Machines for All Users.

There Is a Remington That Exactly Fits YOUR Needs

Remington Typewriter Company

(Incorporated)

New York and Everywhere





The Newhouse Hotel

SALT LAKE CITY, UTAH

Opened to the Public March 27th, 1915.

FIREPROOF

400 rooms, every room with a bath, and an outside room

Absolutely first-class Rates, \$1.50 and up

SAM'L NEWHOUSE, Pres. F. W. PAGET, Mgr.
(Rotarian)

HOTEL IMPERIAL



(Rotary)

Broadway and 32d St. NEW YORK

The Pioneer Pure Food Hotel

Dancing in the Palm Garden
Daily (except Sunday) 4 to 6:30 p. m. and 10 to 1.

In the Radial Center of All
Traffic Lines—Herald Square

Send for Booklet G and Map of City.

Ask for
FRANK H. WIGGINS, Assistant Manager,
Rotarian

(WHAT THE CLUBS ARE DOING)

(Continued from page 120)

The Rotary Clubs at Louisville, Henderson, Evansville and Paducah provided splendid entertainment for the Nashville Rotarians.

NEW ORLEANS Rotarians Have Guests from Six States.

Rotarians from six states, delegates attending the Hardware Jobbers Convention in New Orleans, were guests at the successful and brilliant banquet and Ladies' Night of the New Orleans Rotary Club, April 21. Among the visitors were Governor Luther E. Hall of Louisiana, International Vice-President W. D. Biggers of Detroit, J. D. Moore, president of the Birmingham (Ala.) Rotary Club, Waring Harrison of Mobile, Luther A. Brewer of Cedar Rapids, Walter Scott of Jackson (Miss.), and the Rev. Geo. Kent.

The surprise of the evening came when Mrs. B. C. Brown, wife of our President, drew the cord which unfurled the official flag of the Rotary Club. Mrs. Levering Moore made a gracious presentation speech. The flag is a beauty. It is twenty feet long, and will fly from the De Soto Hotel each day when the luncheons are held. It is the gift of the wives, mothers and daughters of the Rotarians. They arranged the entire ceremony without letting us men know anything about it.

Our rotating chairmanship plan has brought to the light a number of good chairmen, including Rantz, Boird, Bagur and Wild.

OAKLAND "Old Time Songs" Concert a Success.

Oakland Rotarians are patting themselves on their backs because of the big success of the "Old Time Songs" concert and festival, in the promotion of which the Oakland Rotary Club took a leading part. The music festival was held in the Civic Auditorium and nearly 7,000 persons attended in spite of the rain. A choir of 350 voices opened the program. There were many soloists of note, and a boy band from the Oakland schools. The ladies wore costumes of the period between the '30's and '50's. The festival probably will be continued as a permanent annual event.

OMAHA Has "Baby Meeting" for New Members.

We have lately been taking in quite a number of new members and are giving each man in the club a chance to talk about his own business. We have taken in so many new members that we were compelled to give over a special meeting for their particular benefit. We called it the "baby meeting," and each member was given a rattler, bib, etc., and was compelled to wear a safety pin in his lapel for the next eight meetings.

The Omaha Rotary Club has donated \$250 for the furtherance of gardening on empty lots by the school children of Omaha.

PEORIA Gives Informal Dinner for the Ladies.

An informal dinner given in honor of the ladies April 13th was a great success, but was nearly spoiled by "Photo" Martin, who appeared in a full dress suit. Val Jobst, however, saved the day

(Continued on page 124)

The Biggest Dollar's Worth of Real Business Information Ever Offered

JUST think of being able to get the inside information of an expert in any one branch of business building by mail for 12 cents, or a series of ten for a dollar bill!

Since January *thousands* of these bulletins have been ordered by men who realize the advantages of specialized experience—men who want to apply to their own business the methods, schemes and ideas of “men who have made good.”

Each bulletin reveals facts, not theories, and carries a message of practical value to you. How to compile a mailing list—how to write letters, circulars and “order-pulling” house organs—how to make collections by mail—how to build export business—how to organize an advertising department—these are some of the subjects that are thoroughly explained by men who have covered them successfully.

A Few of Many Enthusiastic Endorsements

“I do not know when I have received as big a dollar's worth of printed data as I did when I received your set of Business Aid Bulletins.”

DAVE E. BLOCH, Mgr. Service Dept.,
H. E. Lesan Advertising Agency

“The Bulletins are packed full of good practical information given by men who know from successful experience whereof they write. They should be thoughtfully studied by every man who does more than a peanut stand or pushcart business and who wants to develop his business to its greatest productivity.”

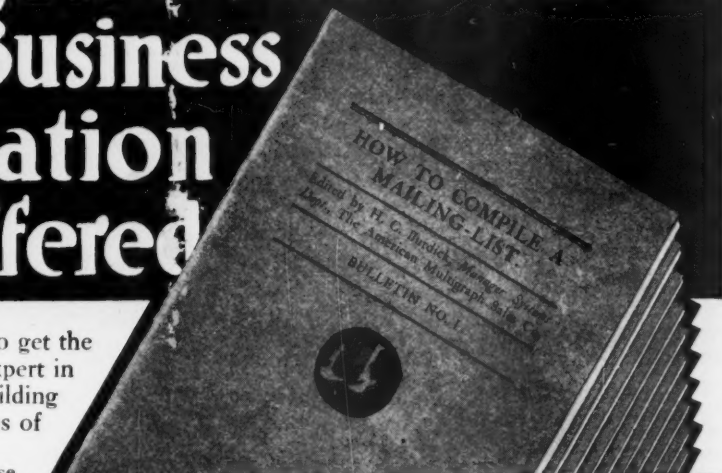
EDWIN A. WALTON, Adv. Mgr.,
Burrroughs Adding Machine Co.

I have spent quite a little time looking over the bulletins which you have issued in considering the work of Direct-Mail advertising, and I have found a great deal of very interesting material therein. The matter is not only well arranged but it represents very up-to-date practice, and I am sure that it will be of value to any man interested in the advertising and sales promotion end of business because of the careful analytical way in which the matter has been arranged.

HARRY TIPPER, President,
Association National Advertisers.

BE WISE, ORDER AT ONCE—Use Coupon

The American Multigraph Sales Company
1803 East 40th Street, Cleveland, Ohio



12¢ EACH
or
10 for \$1

Written by Specialists in Business

1. "How to Compile a Mailing List," H. C. Burdick, Mgr. Systems Dept., The American Multigraph Sales Co., Cleveland, Ohio.
2. "Form Letters," by James Wallen, Buffalo, N. Y.
3. "Follow-Up Letters," Louis Victor Eyttinge, The Eyttinge Service, Boston, Mass.
4. "Letter Enclosures," Gridley Adams, Adv. Manager, Stewart-Warner Speedometer Corp'n., Chicago, Ill.
5. "Making Collections by Mail," J. T. Wright, Adv. Mgr., Felt & Tarrant Manufacturing Co., Chicago, Ill.
6. "From Inquiries to Sales," Chas. W. Mears, Adv. Mgr., The Winton Motor Car Company, Cleveland, Ohio.
7. "Organizing and Systematizing an Advertising Dept.," Wm. H. Ingersoll, Marketing Mgr., Robt. H. Ingersoll & Bro., New York.
8. "The Organization and Work of a Promoting Department," W. P. Werheim, Adv. Mgr., Pratt & Lambert, Inc., Buffalo, N. Y.
9. "How to Plan and Edit a House Organ," Arthur T. Garrett, Herbert Flansbaugh Advertising Service, Bridgeport, Conn.
10. "Building Export Business by Mail," A. E. Ashburner, Foreign Sales Mgr., The American Multigraph Sales Co., Cleveland, Ohio.

American Multigraph Sales Company
1803 E. 40th Street, Cleveland, Ohio

Enclosed find \$....., for which send me the Business Aid Bulletins I have checked.

\$1.00 FOR ENTIRE SET OF 10
If you want a durable binder, add 50c.

1..... 2..... 3..... 4..... 5.....

6..... 7..... 8..... 9..... 10.....

Name.....

Firm Name.....

Address.....

CHECK AND MAIL THIS COUPON NOW



Tampa (Fla.), Rotary Club at picnic luncheon at Tampa Bay Park, Tampa Bay Hotel, April 22, 1915.

(WHAT THE CLUBS ARE DOING)

(Continued from page 122)

when, in the presence of a hundred horrified Rotarians and their wives, he ruthlessly stripped the ostentatious Martin down to his bright red undershirt and promptly ejected him from the room.

After dinner "Dick" introduced the world's famous high-speed "Stenoptition" Spaldingzki Slevenvitch, who with lightning rapidity "stenoptitised" on an improved American Typewriter the celeritous dictation of Prof. Eugenics Brownivitch.

Dr. Thomas Buckwell, Ph. D., and his class of four brilliant (?) pupils, Bean, Kroos, Winzler and Sweeney, gave a splendid demonstration of what a kindergarten ought not to be and delighted the audience with a storm of original wit.

Last Friday the club accepted the invitation of Rotarians Foster and Roberts to visit the Strawboard Mill and the Paper Bag Factory.

PHOENIX Rotarians Have a Big Full Month.

April has been an instructive month for Phoenix Rotarians. The initial event was a trip by special train to the Pacific Creamery, which gave quite an insight into the possibilities of one of the finest dairy sections in the United States. The second meeting was given up to the discussion of the public market question locally and how the local ranchers could be assisted in establishing an outlet for their produce. A substantial support was pledged by members of the club to such an enterprise, as the club itself does not expend funds for such purposes.

Vice-President Marshall was received at a record-breaking meeting on April 16th, at the Fielding Studio of the Lubin Motion Picture Co. and the entire club taken on the movie film. The last meeting was of an educational character on the many points of interest for summer vacations in our own state, for those who wish to leave the pressure of business for the solitude of nature and the pursuit of the finny denizens of the mountain streams.

On April 15th about fifteen members of the

Phoenix club attended the celebration at the Roosevelt Dam upon the filling to overflow of the big reservoir, Rotarian Carl Hayden, member of Congress from Arizona, and Rotarian Romaine Fielding assisting in the proceedings.

PORTLAND Rotarians Have Nearly Ninety Per Cent Attendance.

April has proven one of the most successful for Rotary. Our average attendance at luncheon has been 87½ per cent. We have had a variety of speakers and entertainments. George H. Himes, Secretary of the Oregon Historical Society, gave us a splendid address on the early history of Oregon and presented us with a photographic copy of the first newspaper ever published in the Oregon country, which at that time embraced Oregon, Washington and California, and which is prized highly by the club. Y. M. C. A. Day, under the chairmanship of Rotarian Stone, Secretary of Portland's Y. M. C. A., will always be remembered. We had everything from speeches to gymnastics and from gymnastics to wrestling. Prof. Grilley gave the club a few lessons in proper exercise and it certainly was amusing to see one hundred and fifty (150) men all on their feet with napkins in their hands going through all kinds of manual maneuvers.

Our "On to San Francisco" Committees and our "Stay at Home" Committees are getting quite busy. Under the leadership of Vice-President Pike the "Stay-at-Homes" are preparing to see that no Rotarian passes through Portland without getting full measure of Portland Rotary Club hospitality.

The golden wheel created a vast amount of interest, judging by the crowds that thronged before the store window of Frank G. Heitkemper, our Rotary jeweler, where it was on exhibition.

RICHMOND Rotarians Build Dream Hotel of Unique Design.

The Rotary Hotel of Richmond has been built. A construction record was made when this handsome building was completely constructed and equipped in one hour at the club's regular meeting,

(Continued on page 126)

Have You a Little Ad Club in Your Home?

If there's an advertising club in your town, chances are that its interests and Rotary interests are closely interlocked.

They are in Philadelphia where the Poor Richard Club and the Philadelphia Rotary Club are Siamese Twinie.

Here's a Resolution passed by the Rotary Club of Philadelphia:

***Resolved** that the Rotary Club of Philadelphia heartily endorses the movement to bring to Philadelphia in 1916, the Convention of the Associated Advertising Clubs of the World; and be it further resolved that the Rotary Club of Philadelphia will do everything in its power, both cohesively and as individuals, to make the Convention a success.*

(Signed) CHARLES A. TYLER, Secretary.

"Go thou and do likewise." Use your influence as Rotarians to induce your local advertising men to vote for

Philadelphia for the Convention of the Associated Advertising Clubs of the World, in 1916

Philadelphia as a city, Philadelphia Rotarians, Philadelphia Advertising men are ready, able and willing to make it a Convention that will go down in history as the greatest event of its kind ever held by the A. A. C.

Get your Club to endorse Philadelphia and have your secretary write to

ROWE STEWART

Chairman Convention Committee
The Poor Richard Club, Philadelphia



SERVICE

is the keynote of Allen supremacy. The famous ALLEN TIRE CASE and ALLEN TYROMETER should be on your car. See your dealer.

The Allen Auto Specialty Co.

Manufacturers

1926 Broadway
New York

1627 Michigan Ave.
Chicago

HOTEL MAJESTIC NEW YORK



I WOULD like to entertain you in true Rotary fashion when you visit New York. The Hotel overlooks Central Park. Concerts, dancing and social activities are daily occurrences. The rooms and suites are large—the cost moderate. Rooms \$2.00 and up. Write me and I will send you a booklet.

Rotarian

COPELAND TOWNSEND

Managing Director

Central Park West at 72nd Street

(WHAT THE CLUBS ARE DOING)

(Continued from page 124)

April 27th. The specifications were printed and gave a brief description of each Rotarian who constructed part of the hotel, in the form of an advertisement inserted in the specifications. The blue-print was a unique piece of work by the club architects and consisted of two parallel columns of cartoons of each Rotarian, who was to perform some part of the work on the hotel. The entire stunt was an excellent one for getting all members of the club thoroughly acquainted with those Rotarians who are interested in building and construction and equipment.

ROCHESTER'S Goal is 250 Attending Weekly Luncheons.

The membership of the Rochester Rotary Club continues to increase. President O'Hea has now set the mark for a two hundred and fifty attendance at weekly luncheon, and O'Hea has the habit of making good. The members share his enthusiasm, earnestness and sincerity.

These meetings are so conducted as to make the members acquainted with each other, and to familiarize them with the activities of the city, and at the same time sufficient entertainment is always provided to make this mid-day session restful and refreshing.

Arrangements have been made for talks each week by men in prominent positions, in city offices and in the city's activities. "The Library System," "Boys," "Accident Prevention," "The Public Service Department" and "What Rochester Means to You" are some of the topics discussed.

Each week hereafter a prominent official of the city will explain interesting facts regarding his department. The members are becoming acquainted with the city officials and their duties and activities. To add to it all, each of these speakers has become a member of the Rochester Rotary Club.

The club certainly has taken a stand in the front line of organizations of the city, and its regular luncheons are becoming the event of the week.

ROME Club Does Good Work for Dixie Highway.

Two important items have occupied the attention of the Rotary Club of Rome for the past month—the boosting for the Rome Route on the Dixie Highway and the return visit of the Rotary Club of Atlanta.

Rome Rotary has played quite a prominent part in the boosting for the Rome Route and it is now thought that this route will be selected by the Committee. However, work will be continued and it is hoped that three hundred Rome Boosters will join with the Club May 20th in Chattanooga when the final selection will be made. Very effective advertising has been done and our work is thoroughly appreciated by the Chamber of Commerce.

The program for the visit of the Atlanta Rotarians is very interesting. They visit us May 12th. Romans enjoyed the hospitality of the Atlanta Club in February and hope that their visit to Rome will be as enjoyable as was ours. These inter-city visits are beneficial to Rotary work and a source of pleasure to Rotarians.

(Continued on page 128)



Duplicates

Red Wing Grape Juice is just as fresh—just as pure—just as sweet and rich in grapey flavor as the fresh fruit when first picked—only one light crush from select Concord is used—it reaches you just as it left the grape.

Unchanged
Unfermented
Unadulterated

RED WING
the
GRAPE JUICE
With the Better Flavor

When you buy Grape Juice ask for Red Wing—insist on the brand that insures the utmost in purity, quality and grapey flavor. If your dealer is unable to supply you, send us his name and address and \$3.00 and we will ship you a trial case of a dozen pints by prepaid express to any point east of the Rockies, or for 10c we will mail you a sample four ounce bottle.

Write for booklet containing recipes for many grape delicacies that delight both guests and home folks. It's free.

Manufactured by
PURITAN FOOD PRODUCTS CO., Inc.
Fredonia, N. Y.

RED WING
GRAPE JUICE
32 OUNCES NET

EGRY REGISTERS

*Are Worthy—They are Meritorious
and practical.*

Whatever your business or profession—there is an

Egry Register System



practically devised and developed to meet the specific requirements and its adoption will save you money, time, worry and labor—reduce the element of error to a minimum and eliminate lost motion.

Let us send you, without cost or obligation, our book



Egry Registers and Systems
*Do it now—while the impulse is
with you.*

The Egry Register Company
Rotarian M. C. Stern, General Mgr.
DAYTON, OHIO.

We serve you serviceably because
no other policy pays.

You Lose Money Every Day

If you give away or burn up waste paper. It's worth 30¢ to \$1.00 a hundred and there's always a ready market. Bale your waste with the

Schick
ALL STEEL
FIREPROOF

PAPER BALER

the simplest, strongest, easiest to operate of all paper balers. All steel—absolutely fireproof. Good for a life-time and will **earn money and save money** for you every day. Write for low factory prices and our liberal

Free 10 Day Trial

proposition. It doesn't cost you anything to find out what a Schick Baler will do for you. We assume the risk of a free 10-day trial, giving you an opportunity to satisfy yourself that the Schick is a money-making proposition for you. Write today for Catalog R and full information.

Davenport Mfg. Co., Davenport, Ia.



(WHAT THE CLUBS ARE DOING)

(Continued from page 126)

ST. JOHN Rotarians Learn of Torpedoes, Coal and Things.

The members of the St. John Rotary Club were treated to a very interesting, timely and instructive talk on the construction of a torpedo at their luncheon on April 12.

Notice was served that at the luncheon of April 19th twelve of the best-looking members would be called upon to tell in one minute all they knew about their businesses. Every member felt duly qualified and came prepared. The local manager of the National Drug Co., whom the associate editor will shield by his anonymity, delivered a carefully prepared speech, in which he made mention of the fact that his being called upon was entirely unexpected. The chairman had a rather difficult time in bringing his oratory to a stop. A prize for the best effort was awarded to Le Roi Sandal of the Consumer's Coal Co., who told in one minute more about the utility of coal than many of us ever knew.

At a recent luncheon Rotarian Culver, the American consul at this port, gave a very interesting talk on the duties of his office and boosted the pride of St. Johners by stating that this city was now in class six of the Consular service and on an equal footing with Rome, St. Petersburg and Edinburgh (Scotland), and that more American seamen were cleared through the port of St. John than through any other port in the world, Hongkong, China, being a close second.

ST. PAUL Busy with Plays, Baseball and Convention.

The St. Paul baseball organization played its first game on the home grounds April 23. The Rotary club turned out en masse. An auto parade was arranged by the Rotary, Commercial, and other clubs, with more cars in line than in any other parade ever seen in the town. Ten thousand people followed every play as the home team "put it over" Minneapolis.

Our actor member, Wright Huntington, whose stock company had just finished a successful season left on May 1 for a summer season at Oklahoma City. The Rotary club purchased the entire house for the evenings of April 29 and 30. A reception was tendered Mr. and Mrs. Huntington at Carling's restaurant after the final show.

At the regular meeting May 4, the following members were elected delegates to the International Convention at San Francisco; James H. Lee, John H. Hull, Chas. E. Villaume, T. R. Willwerscheid, and W. S. Williams; and as alternates G. Torkelson, A. J. Schmitz, B. C. Golling, Wm. Youngbauer, and Walter Rasmussen.

At an evening meeting held at the Elks club on May 5, moving-pictures and lantern slides were shown of Glacier National Park, the Yellowstone Park, the Garden of the Gods, and many other interesting points which will be visited by the "St. Paul Rotary Convention Special." A number of songs and vaudeville features were given between reels, and light refreshments followed by dancing gave the finishing touch to a delightful evening. The plans for this convention trip on the "Special" are nearing completion, and those contemplating a visit to Frisco had better "get aboard" without delay.

(Continued on page 130)



"On to San Francisco" Eastern Division Rotary Special



The only solid *Special* from the East—*Chartered Dining Car* from start to finish. This means elegant, uniform, prompt meals when ever desired. *Positively booking up fast.* A train load of Rotary Enthusiasm going and coming. Not a ticket to handle. Nothing to do but Rotate, and Rotary means solid enjoyment and exquisite contentment.

ROUTE POSITIVELY AMERICAN AND CANADIAN ROCKIES

passing through the world famous Royal Gorge of the Grand Canyon of Arkansas. Albany, Utica, Syracuse, Rochester, Buffalo, Chicago, Kansas City, Denver, Colorado Springs, Salt Lake City—which is one of the most fascinating and interesting cities in the world—the Mysterious Natural Wonder, **GREAT SALT LAKE**, seven times as large as Palestine's Dead Sea; higher than the Allegheny Mountains. The Pictured Rocks of Nevada. The famous Mojave or Death Valley Desert, but only two and a half hours, via the Salt Lake Route—Riverside, San Diego, Los

Angeles, San Francisco—the city loved around the world.

Covering on the return Mt. Shasta, Shasta Springs, Portland, Tacoma, Mt. Rainier, Seattle, Puget Sound, Victoria, Vancouver, Illecillewaet, the Great Glacier, and we are conducted to its very foot. Lake Louise, the Lake in the Clouds, Banff, the chief tourist resort in the Canadian Rockies—Canadian National Park, the largest in the world—Winnipeg, St. Paul, Milwaukee, Chicago, Pittsburgh, Harrisburg, Washington, Philadelphia and New York.

Please do not get left. Membership will positively be limited to capacity of equipment. Don't say we did not tell you. There will be automobiles everywhere and roses for the ladies.

Rotate, Rotate, Go! Go! Go!—California, Oh! Oh! Oh!

Write at once for itinerary and reservation blank.

CALIFORNIA TOUR COMMITTEE

New York Rotary Club, Room 447 Imperial Hotel.

J. W. COUPLAND, Chairman; EUGENE MACCAN; CHAS. R. PEARSON, Secretary.



Let Us Read the Papers for You

Clippings of every kind and character from the press of the Pacific Coast furnished at reasonable rates.

Dake's Press Clipping Bureau

432 S. Main Street, Los Angeles, Cal.

A PRESS CLIPPING BUREAU

of great value to you if you sell to the consumer or the trade in the great Northwest

POLLOCK'S 710 Temple Court MINNEAPOLIS

Member Minneapolis Rotary Club



Reynolds Shingles

(Guaranteed)

Fire-resisting, four permanent colors, absolutely uniform as to size and color, non-fading mineral surfaced—the most satisfactory and economical roof known.

Write for samples and prices.

H. M. Reynolds Asphalt Shingle Co.

"Originators of the Asphalt Shingle,"
GRAND RAPIDS, MICHIGAN.

How About Personal Efficiency?

Are you getting as much health, wealth and happiness out of each day as your efforts and latent abilities warrant?

Most of Us Are Not

more than 10 per cent efficient. It is safe to say *all could* at least double their efficiency—if they really determined to.

Sheldon Increases Profits

for men in all walks of life. In twelve years over 70,000 have studied his system and more than 2,500 firms have used the Sheldon Course to increase the efficiency of their executives and employees.

The Sheldon Book Is Free

to all true Rotarians who believe that "He profits most who serves best." Just a simple request brings it. Write now—while you think of it—to

The Sheldon School

470 Gunther Building
CHICAGO MOTHER CITY
OF ROTARY





CIGARS

PANETELA SHAPE

You Can't BEAT THEM FOR 4c EACH

Box (50) \$2.00 Charges Paid

Imported Havana Filler

Few, if any, cigars made contain pure Havana tobacco and sell for this price.

Put up in tin cans which act as a humidor preserving the good flavor

—5½" long—banded—Mild—

Address:

W. L. DeCoursey (Rotarian)
705 Columbia Bank Building
PITTSBURGH, PA.

Made by

Duquesne Cigar Co. (Rotarian)
Factory No. 1, 23rd District, Pa.
PITTSBURGH, PA.

My Pittsburgh Stogies still sell for \$2.00---100;
¾ Actual Size \$1.00---50, charges paid

To Two Expositions

*Through The
Rockies and Sierras*

by way of

DENVER & RIO GRANDE

WESTERN PACIFIC

"Scenic Line of the World"

Is a Travel Trip unsurpassed in scenic grandeur the world over.

Every Mile a Picture

If you cannot GO via Scenic Denver & Rio Grande-Western Pacific, be sure to RETURN that way.

Nowhere Else on All the Globe so Grand a Scenic Trip

Illustrated descriptive literature free on request:

Frank A. Wadleigh, Pass. Traffic Mgr.
Denver & Rio Grande Railroad,
DENVER, COLO.

(WHAT THE CLUBS ARE DOING)

(Continued from page 128)

SALT LAKE CITY Works on Lincoln National Highway.

Rotarian William Spry, governor of Utah, headed the Rotary road makers on their second road improvement campaign last month, when more than a hundred Salt Lake Rotarians worked all day to improve the Lincoln National Highway in Parley's Canyon, east of the city. The occasion was made a state holiday, and citizens all over the state followed the example of the Rotarians in working on the roads. The movement, founded and fostered by the Rotary Club, has proved most popular. The Rotary Club has a standing committee on Good Roads, which has been at work constantly for more than a year. The work accomplished as a result of the club's activities has made the Lincoln Highway through Salt Lake and Utah a splendid automobile road, which will doubtless be a favorite with all those who make the trip to the Pacific coast by motor this year.

Rotarian Samuel Newhouse, said to be the only man who has erected three skyscrapers in one city, was the guest of honor at a dinner tendered him by the Rotary Club last month in the magnificent Newhouse Hotel, his latest contribution to Salt Lake's metropolitan skyline.

SAN JOSE Rotarians Working for Signs for Visitors.

The San Jose Rotary Club has appointed a committee to take up with the Mayor and Council the matter of placing signs on all streets for the information of the public and especially strangers in the city.

SCRANTON Entertains 100 Binghamton Rotarians.

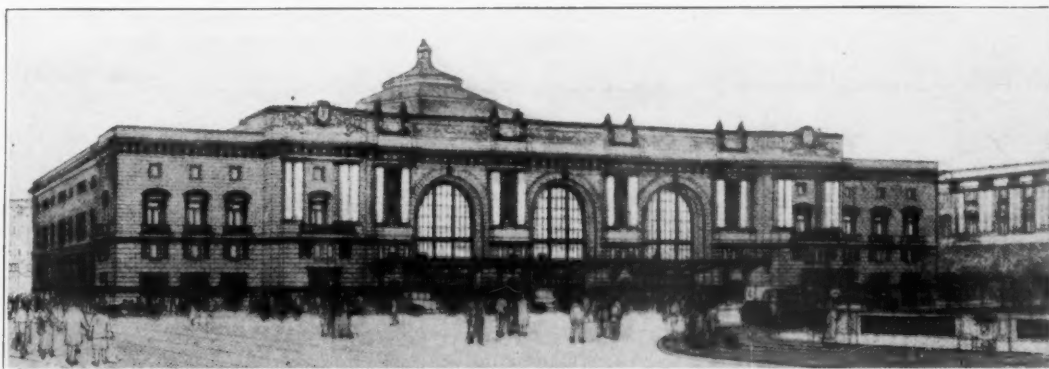
Friday, April 9th was Binghamton Day in Scranton. About 100 Binghamton Rotarians journeyed to Scranton in a special train and assisted in the biggest celebration the local club has yet arranged. In the evening a banquet was held in the Hotel Jermyn's main dining room with more than 200 enthusiastic Rotarians around the tables. The honor guest of the evening was International Vice President E. J. Berlet of Philadelphia, who paid his first Rotarian visit to Scranton. President Hagen of the local club presided and addresses were made by President Woodward and J. G. Brownlow of the Binghamton club and Ralph E. Weeks of the Scranton club, formerly president of the Scranton Board of Trade. Rotarian John H. Docking of the Poli Theatre also added an enjoyable entertainment feature with several numbers from his vaudeville program for the week.

The affair was a success from every point of view and the Binghamton Rotarians returned with a new conception of Rotary and both clubs are now planning a summer outing together at Heart Lake.

SAVANNAH Club Visits Each Friday a Member at Work.

The Savannah Rotary Club is putting on some tip-top "stunts" at the weekly luncheons, and the attendance is keeping at the high-water mark. President Wheelless is a live wire in every sense of the phrase, and the members of the club are counting themselves as fortunate in having found such a

(Continued on page 132)



(Continued from page 107) Copyright 1913 by Panama-Pacific Exposition Co.

The Exposition Memorial Auditorium Where the ROTARY Convention Will Be Held
(For location see page 128)

Come on, Rotarians and Bring the Family!

Born a drowsy Spanish hamlet, fed on the intoxicants of a gold rush, developed by an adventurous commerce and a baronial agriculture, isolated throughout its turbulent history from the home lands of its diverse peoples and compelled to the outworking of its own ethical and social standards, San Francisco has evolved an individuality and a versatility beyond any other American city. We know that you will find here what you have never found and never can find elsewhere. We shall try to augment your pleasure in it by indicating something of its origin in the city's romantic past. We shall give you your bearings, in time and place. We shall endeavor to show you the way, and smooth it for you too. We shall tell you what to seek and how to find it, and possibly what it may mean when you have found it. In short, we shall try to make you see why San Francisco is "the city loved around the world," and by its own people best of all.

Some Points of Interest in San Francisco

Golden Gate Park:

In the park are the stadium, buffalo, elk and deer paddocks, bears, Stow Lake (with boating), on Strawberry Hill, Museum and Art Gallery, Band Stand, Japanese Tea Garden, Public Tennis Courts, Bowling Green, Conservatory, Arizona Garden, Prayer Book Cross, Chain of Lakes, Spreckels Lake, where miniature yachts race, Baseball Field, Children's Play Grounds and Aviary, besides many beautiful walks and drives, equestrian paths and automobile roads.

Sutro Baths and Museum.

Sutro Gardens.

Cliff House and Seal Rocks.

The Presidio of San Francisco:

Points of interest are the drill grounds (especially during the drills), the cemetery, barracks, officers' quarters, general hospital, old Fort Winfield Scott, the modern fortifications and many walks, drives and auto roads.

U. S. Mint.

5th and Mission Streets.

California Development Board.

Ferry Building.

California State Mining Bureau.

Ferry Building.

Mission Dolores.

16th and Dolores Streets.

Chinatown:

The greatest and most interesting "Chinatown" outside China.

Water Front.

Museum of Anthropology.

2nd and Parnassus Avenue.

Lincoln Park.

Twin Peaks and the Hills of San Francisco:

A magnificent panoramic view of the city is obtained from here. Other view points in the city are Telegraph Hill, Russian Hill, Nob Hill and Buena Vista Park, all of which are within easy reach of car lines.

Fisherman's Wharf:

On the north side of the city at foot of Powell Street, near North Beach.

California Market:

On California and Pine Streets, between Kearney and Montgomery Streets.

Fort Mason:

Only transport docks owned by the U. S. Government.

San Francisco Institute of Art:

Opposite Fairmont Hotel.

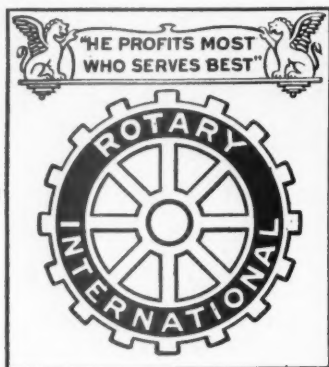
The Rotary Club of San Francisco

(See page 144)

Stick a
Rotary Poster Stamp
 on All Your Letters
 and Packages

LITHOGRAPHED

in
Gold,
Orange
 and
Blue



PRICES:

1000	\$3.50	5000	\$2.85 per M
3000	3.00 per M	10000	2.65 per M

LUTZ & SHEINKMAN, Inc.,
 LITHOGRAPHERS

222-242 William St. NEW YORK CITY
 Mention THE ROTARIAN

Hatch He Pays the Parcel Post

Yes He Does!

Mountain, Seashore or Home Address,
 on his famous *Salto Nuts, Nutted*
Fruits and Chocolates. Send check
 \$3.50 or \$6.00 for a beautiful Com-
 bination De Luxe box, "She'll like it."

Leave it to HATCH.



1 2 2 3 and 1 5 3 9 Broadway
 NEW YORK

Hatch He Pays the Parcel Post

Member N. Y. Rotary Club

(WHAT THE CLUBS ARE DOING)

(Continued from page 130)

worthy successor to John Banks. Charles G. Beck, the new Vice-President, has also been found the right man for the place.

The Friday "parties" have been resumed. The club visits the place of business of some member every Friday afternoon, each visitor carrying a "jitney" gift to the host. These parties are proving popular as well as instructive.

The Club is still taking an active interest in the boys in the Bethesda Orphanage. The members turned out in force on the anniversary celebration of this institution, going to the home in automobiles. A gift was taken for each of the more than a hundred boys. The little fellows were looking forward with great pleasure to the visit of their big brothers and the renewing of friendships made when the Bethesda youngsters visited the Club in the city and were guests at a luncheon and at the Bijou Theatre.

A chest of flat silver was presented to Honorary President Banks, and a handsome watch to Honorary Vice-President Shafer.

SOUTH BEND Hosts for Informal Conference.

For a young club, the South Bend club is a live wire organization. Today it has our sincere admiration. What it will be when it grows up challenges our imagination.

Recently this club of splendid Rotarians set out to get together for a luncheon and banquet on the same day the International President, Executive Committee, Secretary, all the Past International Presidents and several of the International Committee Chairmen. With the exception of Paul Harris and Frank Mulholland, who were unavoidably detained, the South Benders got all their men there. Other guests were also present from Indianapolis and Cincinnati.

The luncheon was a most enjoyable affair, with a humorous but impressive initiation for two members.

The banquet was a perfect success. While all the guests made speeches, Guy Gundaker, Chairman of the Convention Program and Topics Committee, made the address of the evening, clearly setting forth the principles and activities of Rotary.

President C. C. Herr of South Bend coaxed Russell Greiner into acting as toastmaster.

Rotarians David L. Guilfoyle and Rome C. Stephenson of the South Bend club welcomed the visitors and paid beautiful tributes to Rotary. Secretary Ed Bonds proved himself to be the right man in the right place.

In the afternoon the visitors and some members of the South Bend Club got together for an informal conference at which several matters of importance to Rotary were discussed, and every one was benefited by the exchange of ideas.

SUPERIOR Rotary Club Plants One Thousand Trees.

"Tree Day," officially named as May 7th by Rotarian Emanuel Phillip, Governor of Wisconsin, was celebrated by the Superior Rotary Club. A committee of the club had charge of the planting of one thousand trees by the city authorities. The club also took part in the "Tree Day" activities

(Continued on page 134)



*Come home with me and be my guest;
You will give joy to me and I will do
All that is in my power to honor you.*

—SHELLEY.

In extending to the Rotary Clubs of America a cordial invitation to visit us in 1916 we are voicing the sentiment of our more than half million citizens whose spirit of hospitality pervades the very atmosphere of

CINCINNATI

"Central Convention City"

Not because we have the greatest factories in the world in many lines of industry; not because we have the greatest variety of manufactures to be found in any city of America; not because we have the largest office building outside of New York; not because we have the most beautiful shops, the finest hotels, the most charming homes, the most progressive schools, the most famous Zoo—it is not because of these things that we want you to visit us, but—Because we have a civic spirit that is inspiring—a civic pride that is liberal and tolerant—a civic idealism that is no less a reality than our manufactures and commerce and a civic hospitality that glories in welcoming the stranger and making his visit happy—

It is because of this that we urge Cincinnati as the meeting place for the Rotary Convention in 1916.

THE CINCINNATI ROTARY CLUB
The Cincinnati Chamber of Commerce

Burrows Engraving

The season of Weddings, Graduations, Receptions and other social functions is now here. BURROWS engraving is characterized by absolute accuracy of detail as well as promptness of delivery. Estimates and designs furnished on application.

Rotarian
John J. Wood, President

**THE BURROWS BROS.
COMPANY**

New England Building
CLEVELAND, O.

Phantom Powder---

The *ONLY* Powder in Solid Form—
You have a Treat Coming—
A most Delightful Preparation.

Will neither rub, wash nor perspire off—but is easily removed—
Makes your skin look smooth as marble—and feel flexible and natural—

**For the FACE, NECK, ARMS,
and AFTER THE BATH**

Comes in Cream—Flesh—Brunette
At the nearest Marinello Shop

Marinello Shop

53 E. Madison MALLERS BLDG. CHICAGO

(WHAT THE CLUBS ARE DOING)

(Continued from page 132)

by planting seven hundred willow bushes along Bay street to eliminate the present unsightly stretch of land sloping towards the Superior-Duluth harbor. Superior Rotarians are very active in other ways in the work of beautifying the city.

TOPEKA Club is Making Itself a Power in City.

The Topeka Rotary Club is making itself felt in the capital city of Kansas. It is doing things and the town's boosters all belong and when there is anything that needs a push they come in and tell the Club about it and the Club gives the push.

The members voted to give up one or two "feeds" a year for the next five years and the club contributed five hundred dollars to the Washburn College endowment fund. Instead of having banquets the money goes to the cause of education. Each member of the club made a personal contribution and helped in the team work that raised \$150,000 for the college in ten days.

The Club got behind the free State Fair movement and every member used a good deal of his time and his motor car in boosting for a county tax levy that will permit the opening of the gates of the fair free to every person. Samuel Lux, president of the fair association and a Rotarian, entertained the club and about three hundred business men and farmers at luncheon and the boosting proposition was started at that time.

May 13th the members of the Club and their families all journeyed to the Topeka Western League ball park where they had a box luncheon. John Savage, Rotarian owner of the Topeka team told the Club members and their wives about the fun and vicissitudes of running a ball team. Then the entire party climbed into motor cars and headed by a band in a big truck paraded the main streets of the town, boosting for the ball teams.

TRENTON Rotarians Praised for Social Activities.

The Monday *Times-Advertiser* of Trenton says editorially that the Rotary of that city, although only a year old, is setting the pace for older organizations in its social activities. The latest and most successful event yet held by the Rotarians, from a get-together and social standpoint, was the Ladies' Night given Wednesday, April 28th, at the Country Club. A dinner that tickled the palates of the epicures was a feature, at which elegant souvenirs, initialed memoranda and address books, were presented to the fair guests. There was a cabaret show. International Vice-President E. J. Berlet delivered an eloquent address on the "Ideals of Rotary." Then there was an hour or two of dancing. About 150 persons were in attendance.

TROY Has Progressive Ladies' Night Dinner.

The Rotarians of Troy have at last decided that they cannot get along without the ladies, and it is practically certain that at the regular monthly meetings Ladies' Night will be observed. Several of the members who left their wives and friends at home at the ladies' gathering on April 25 have been on the carpet ever since and will only redeem themselves by taking them around to the next affair of its kind.

(Continued on page 136)

The Spirit of Service

FROM THE very day of their birth down to the present moment, the ruling spirit of the Associated Advertising Clubs of the World has been the Spirit of Service. At the bottom of all their activities has ever been the thought that the best way to serve themselves—to serve all business men—to serve the cause of advertising—was to serve the public. They have had a fine consideration for the best interests of the public.

This spirit of service—the spirit of the ad clubs—is reflected, once a month, in the pages of ASSOCIATED ADVERTISING, published by the Associated Clubs. The magazine belongs to the 10,000 and more men in the clubs—it reflects their ideals, their aspirations.

Perhaps you would like to know more of this great movement, which has done so much to make advertising more effective and to raise business standards? Perhaps you might wonder if *your* community would not profit through the existence of an advertising club? A right good thing, then, would be to subscribe to ASSOCIATED ADVERTISING—but first, to ask for a free sample copy. If, when you fill in the coupon in the corner, you will tear out this page and write, “Other information, too,” in the margin, we shall be glad to serve you.

ASSOCIATED ADVERTISING

Published by the
ASSOCIATED ADVERTISING CLUBS
OF THE WORLD
At Indianapolis, Ind.

P. S. Florea, Business Manager
Indianapolis

F. E. Morrison
Advertising Manager
1133 Broadway,
New York

R.

P. S. Florea
Indianapolis.

Please let me
see a sample copy of
ASSOCIATED
ADVERTISING.

Name

Street

City State

—as Rotarians
we think of the
“mind ease” and
“body comfort”
which is yours
when wearing



Superior
THE PERFECT UNION SUIT

and there's a Superior for every Rotarian, purse, purpose and person. De Luxe Style Book—containing fabric samples—free on request.

The Superior Underwear Co., Piqua, O.
Makers of the Active Man's Underwear

“C & C”
(Cantrell & Cochrane)
Ginger Ale

*The
Champagne
of Ireland*



Over fifteen centuries ago St. Patrick's Well in Dublin was famous throughout Ireland. To-day the waters of this historic well are drunk the world over in “C & C” Ginger Ale. “C & C” has the life, the sparkle, the delicious crispness of champagne, without the fire. See that you have “C & C” at the Club weekly luncheon and the monthly dinner and order in a dozen of “C & C” for your home.

Made by CANTRELL & COCHRANE, LTD.
(Established 1852.)

(WHAT THE CLUBS ARE DOING)

(Continued from page 134)

For that evening the local “stunt” committee, the Three B's, Rotarians Bagg, Burch and Birge, arranged a Progressive dinner, in which the men, led by Chorister Northup, marched around the dining room, following various courses, and when the music stopped, made for the seat nearest him, and in that manner managed to enlarge his acquaintance with the ladies of our home town.

Another meeting of moment during the month was the week previous, when an impressive service was held in memory of Rotarians George MacDonald and Dr. L. R. Whitney.

That the Troy Club intends to be neutral in the suffrage controversy is proven by the fact that at one meeting Mrs. Elsie Vandegrift Benedict of Denver, Col., spoke on the merits of Woman Suffrage, and the following week an address on the anti-suffrage merits was given.

VANCOUVER Enthusied by Visit of Golden Wheel.

A photograph was taken while the California Golden Wheel was on exhibition in Vancouver. The escorts of this famous display are John D. Kearns, First Vice President of the Vancouver Rotary Club and M. B. McLennan the Vancouver Police Chief. The picture was taken at Athletic Park April 20th just before the North West Baseball League season opened for 1915. Vancouver Rotarians had full charge of the ceremonies and through the efforts of the Rotary Club nearly five thousand fans witnessed the opening game. The parade was over a mile in length and was headed by the Golden Wheel escorted by Mayor Taylor, the Fire and Police Chiefs and the Rotary Vice President. Following were numerous gaily decorated cars of both the Rotary and American Clubs, over eight hundred soldiers of the 29th Battalion and three military bands. The downtown streets along the line of march were packed with people.

At the regular Rotary luncheon held before the parade Robert E. Mansfield, American Consul General, gave a twenty minute talk on “California's Invitation to Visit the 1915 Expositions,” while Robert P. Brown, owner of the Vancouver Baseball Club, brought his entire team to the luncheon and they provided the introduction stunt of the day.

No other undertaking has provided so much local publicity for the Rotary Club.

VICTORIA Raises Convention Fund With Minstrel Show.

On to Frisco—how to send a live delegation—ways and means—Rotary Minstrels—Royal Victoria Theatre—popular support—capacity houses—full treasury.

Thus run the captions of the Victoria Club's doings in April. A long pull and a strong pull and a pull altogether, and we pulled it off. Those who couldn't be interlocutor or end men sang in the chorus, and if one really hadn't a voice, well, there was nothing to stop him from selling tickets and so he something well did sell them, and plenty of them, too.

The California Golden Wheel paid us a well-timed visit just before our show. Its gorgeous presence in Rotarian Jeweler Wilkerson's window

(Continued on page 138)



**The Price
\$25**

includes full
equipment
and supplies.
\$27.50 West
of the Missis-
sippi.

A Perfectly Printed Copy with every forward turn of the handle

(this can not be done with any other stencil duplicator)

NO OTHER STENCIL DUPLICATOR has a deep grooved printing drum to prevent the spread of ink; nor the unlimited head spacing adjustment that permits quick arrangement of the printing on the sheet.

NO OTHER STENCIL DUPLICATOR has such a simple and clean ink pad and stencil paper attachment; nor the adjustable feed board nor semi-automatic feeding device. The result is that the

ROTOSPEED

is the BEST DUPLICATOR on the market, regardless of cost.

Why should you pay \$2.50 per thousand for form letters when better form letters can be printed by your office boy at a saving of 92%?

Why should you pay from \$3.00 to \$5.00 a thousand for ruled forms, notices, orders, etc., when they can be printed in your office at a cost of 20c per thousand?

No merchant can afford to be without a **Rotospeed**.

Rotarian Secretaries: *Our Rotospeed will save you lots of time and expense in sending out notices to members.*

Send for Our Free Trial Offer

Learn about our liberal proposition. How the ROTOSPEED is placed in your office for a demonstration in actual use. Returnable if it is not entirely satisfactory.

Booklet, samples of work and full details of our offer free for the asking. Write today.

The Rotospeed Co.

599 W. Fifth St., Dayton, Ohio



"He profits most who SERVES best." Then serve a ball with Life! Snap! Durability! Smash a

GOODRICH

1915 Championship

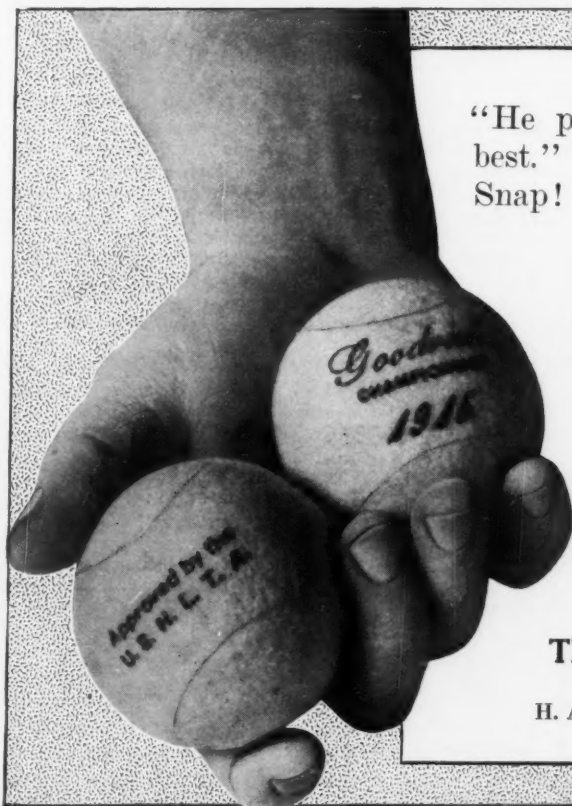
Tennis Ball

over the net—send it "rotating" as hard as you please. It will serve you well in return. Play it! The better you know it, the better you'll like it.

THE B. F. GOODRICH CO.

Factories, Akron, O.

H. A. Bauman, Rotarian, Sundries Sales Mgr.





IMPORTED SCOTCH SOCKS

For Boys or Girls, by Mail

Send for some of these imported Scotch knitted woollen socks for your boy or girl today. Smart and comfortable. Suitable for boys or girls to ten years. Made in ¾ length with turned fancy top, in white, navy, black, brown and light and dark heather mixture.

Sent Postpaid Anywhere on receipt of

Sizes 5 to 7, 40 cts. Pair
Sizes 8 to 10, 50 cts. Pair

SAM M. SCOTT
Boys' Specialist
VICTORIA, B. C.
(Member Victoria
Rotary Club)

Mail This To Me Now, Today!

Name _____
Address _____
Size _____ Shade _____ ROTA



The Way to CALIFORNIA and the Expositions, From Chicago

LOS ANGELES LIMITED

Via Northwestern and Union Pacific

THE PACIFIC LIMITED

Via C. M. & St. P. and Union Pacific

BURLINGTON LIMITED

Via C. B. & Q. and Union Pacific

Through Salt Lake City

Solid Trains, Chicago to Los Angeles in Less Than Three Days.

Ask any Ticket Agent for Information or Address
Gen'l Passr. Agent Salt Lake Route, Los Angeles.

*Advertise in
The Rotarian*

BRUSHES

All kinds, sizes, prices.
There is nothing in the brush line that we don't make. Come and see us or write us if in the market for one or a million brushes.

GERTS, LUMBARD & CO.
221 W. Randolph St., Chicago.

Quality - ROTARIANS - Service

(WHAT THE CLUBS ARE DOING)

(Continued from page 136)

served to arouse much interest not only in California and her expositions (and it did that, all right), but also in Rotary in general and our club and its minstrel show in particular. Wilkerson did a lot of educational work those four days. His star pupil was the bright young thing who thought the Rotary Club was a traveling minstrel show from California and the Golden Wheel a preliminary boost for it. Finally she was bracketed equal with the sporting dame who demanded money back when she found her ticket for the show did not carry a chance in the draw for the wheel. Facts, my masters!

WATERTOWN Club Active in School Bond Campaign.

Robert Lansing, Counselor of the Department of State, has been elected a member of the Watertown Rotary Club. He says he is proud of the honor.

Watertown Rotarians have taken a keen interest in municipal affairs from the inception of the club. That interest goes beyond the passing-resolutions stage, as indicated by their activity early in May in connection with a special election to raise money by the issue of bonds to build a new grammar school, erect an addition to the high school and construct two new bridges over Black River. Seldom, if ever before, has there been the active interest in a bonding referendum as was shown in this, due to well-planned and aggressive Rotary action.

President H. N. Butterworth wires: "We are pleased to announce a successful election on our school propositions, the same having been twice defeated."

WILMINGTON Has Country School Debate.

An old-fashioned country school debate provided one of the most lively programs the Wilmington Rotary Club has enjoyed at its weekly luncheons. The club by ballot selected the topic for debate, "The location of a proposed system of river-front wharves and docks." The debaters were determined in advance by lot. In only one particular was strict decorum lacking—the judges insisted on debating and telling witty stories until the moderator was forced to remind them that the function of a judge is to decide and not to amuse. Four of the six debaters expressed surprise at their own loquacity and are hearty rooters of the club as a school of oratory.

The Wilmington Club prepared quite a fitting reception to visiting Rotarians from Harrisburg, Pa., May 11. The Motor Club of Harrisburg conducted an automobile run from Harrisburg to Atlantic City and return by way of Wilmington, and many Rotarians were in the party. The visiting tourists remained in Wilmington the night of the eleventh. The Wilmington Club purchased a huge silver loving cup to be awarded to a Rotarian tourist in a manner to be decided by members of the Harrisburg Club. We also held an informal reception for the visitors at the Hotel duPont.

WORCESTER Rotarians Learn of Y. M. C. A. Summer Camp Work.

Members of the Worcester Rotary Club were entertained by an illustrated talk by Fred L. Willis, Secretary of the W. M. C. A., on the splendid work

(Continued on page 140)

Oriental Rugs

We send RUGS on approval to Rotarians anywhere in the U. S.

Special \$17.50

Suitable for Gifts. Beloochistans and Mosu Rugs, sizes about 3 x 5

CORRESPONDENCE SOLICITED

DAVIS & NAHIKIAN
ROTARIANS

378 Woodward Avenue
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201-03 South 13th Street
PHILADELPHIA



Reg. U. S.
Pat. Off.

**Largest works of the
Kind in the World**

50 ACRES—58 BUILDINGS—
3,600 EMPLOYEES.

The result of world-wide appreciation

Henry Disston & Sons, Inc.

Keystone Saw, Tool, Steel & File Works
PHILADELPHIA, U. S. A.

The Hotel Adelphia

CHESTNUT AND THIRTEENTH STS.
PHILADELPHIA.

ABSOLUTELY FIRE PROOF

The newest and most complete hotel. 400 Sleeping Rooms.

Restaurant, Roof Garden and Grill maintained to the highest degree of efficiency and attractiveness.

Convention Hall, Ball Room and Banquet Rooms specially adapted for large and important business assemblages and social functions.

RATES

Sleeping Room, with Bath, one occupant,
\$2.50 to \$5 per day.

Sleeping Room, with Bath, two occupants,
\$4 to \$8 per day.

Suite, \$10 to \$15 per day.

Display Room, with Bath, \$3 to \$6 per day.

THE ROTARY HOTEL

MOORE PUSH-PINS



No. 1

Moore Push-less Hangers
Simplify Picture-Hanging



When you want to beautify your home with wall decorations be sure to ask your Rotarian Stationery, Glass Hardware or Photo Supply dealer for Moore Push Products. 10 cents.

MOORE PUSH-PIN CO., Philadelphia, Pa.

Royal Electrotpe Co.

PHILADELPHIA

Solicits orders for 100% Royal Quality Electrotypes from Half-tone originals, either for one color or process color printing.

MacDonald & Campbell

Men's Clothing, Haberdashery, Automobile Apparel.

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PHILADELPHIA

Peirce School

*America's Foremost
Business School*

917-19 Chestnut St., Phila.

Theo. F. Siefert

Furs of the Better Grade

1426 Walnut Street
PHILADELPHIA
(THIRD CITY IN U. S. A.)

*Shoe Headquarters for Ro-
tarians in Philadelphia*

GEUTING'S

(Pronounced Gytting)

1230 Market Street and 19 South 11th Street

CRANE'S

ICE CREAM

SPEAKS FOR ITSELF

PHILADELPHIA

JOINING "ROTARY" MADE NO DIFFERENCE IN OUR METHODS

We have always tried to sell Engravings to the other fellow the way we would want him to sell to us, if we were buyers. We would like YOU to join the crowd that "swear by" us (not *at* us)

—ESTABLISHED 1889—

GATCHEL & MANNING

DESIGNERS and PHOTO-ENGRAVERS
in ONE or MORE COLORS

for Catalogues, Advertisements or
any other purposes

Sixth and Chestnut Sts.

PHILADELPHIA

*Advertise in
The Rotarian*

Hotel Allen RATES: \$2.50 to \$5.00

Modern Restaurant

Rotary Hotel

ALLENTOWN, PA.

GET YOUR AUTO SPECIALTIES FROM

LANDERS
TOLEDO

and get Prompt Service, Low Prices,
Satisfaction.

Buckram	Webbing
Mohair	Strain Straps
Enameled and	Top Materials
Rubber Muslins	(colors to match)
Drills and	Flaxene
Ducks	Burlap
Carpets	Transparent Celluloid
Fibre Cord	Wadding
Imitation Leather	Cushion Canvas
Bow Lining	Etc.

Write for samples and prices.

THE LANDERS BROS. CO.
Dept. R4, Toledo, Ohio

(WHAT THE CLUBS ARE DOING)

(Continued from page 138)

being done by the organization at Camp Washington (N. H.) in the summer. He also told of great plans to be carried out when the magnificent new buildings are completed which will have the finest equipment of any in the world, with a separate gymnasium building, and all to be opened shortly.

We have had interesting talks on submarines, automobiles and the stenotype system.

ZANESVILLE Rotarians Active in Good Roads Movement.

The Goods Roads campaign of the Zanesville Rotary Club has been a great success. On April 28 and 29 nearly 5,000 men and 200 teams were busy helping improve the roads of Muskingum county and about 300 miles were put in good condition. The work was started and the campaign conducted by the Rotary Club which had the co-operation of the newspapers. A big automobile parade a week in advance started the campaign to secure pledges of work, automobiles and teams, the newspapers printing these pledge blanks in prominent display.

HARRISBURG Rotary Club has School Survey Plan.

The Harrisburg Rotarians have undertaken to have made a survey of the public schools of the city with special relation to the high school problem. The committee in charge of this work consists of Dr. Samuel Z. Shope, E. Fred Rowe and John F. Whittaker. The committee has been authorized to secure the services of a noted educator to make the survey.

Commenting on this activity of the club the *Harrisburg Telegraph* says editorially: "The Rotary Club through its educational committee has undertaken a distinctly constructive work in the survey it proposes to make of the Harrisburg school district, with special stress on the local high school problem and its solution. The (high school) course is considered by many to be too lengthy for the results achieved. . . . Shorter and more practical are the watchwords. If the Rotary Club is instrumental in starting Harrisburg in that direction it will have performed a large service."

PHILADELPHIA Rotarians Play in Month of May.

May is "play month" for the Rotarians of Philadelphia. The annual Shad Dinner took place at Kugler's-on-the-Delaware where a baseball match, tug of war, throwing baseball, broom polo, hundred yard dashes, etc., were indulged in.

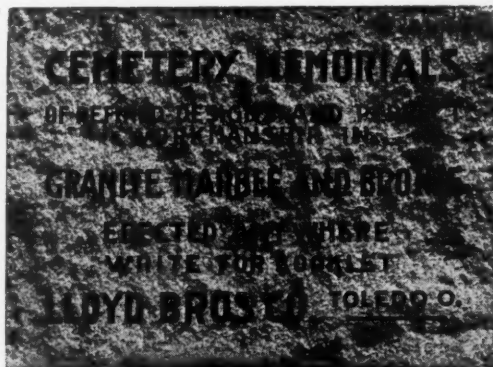
Nominations were made at this meeting, and it was the first time the Philadelphia Club has had a nominating committee. This committee, which consisted of Past Presidents Mead, Berlet, Whetstone, President Gundaker and Secretary-Treasurer Tyler thought well of a friendly contest, and for that reason several names were placed in nomination for each office.

The annual spring golf tournament took place at the new million dollar Sea View Golf Club House and links near Atlantic City. About fifty members motored down from Philadelphia early in the morning, played an 18 hole match, and returned by moon-light.

(Continued on page 142)

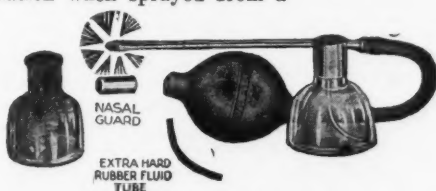


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YOU WILL DO BETTER IN
TOLEDO



Refreshing

to the Nose and Throat is the proper solution when sprayed from a



DeVilbiss Atomizer

It also relieves irritation, removes dust and infectious particles.

The DeVilbiss Mfg. Co., Toledo, O.



CHAMPION Spark Plugs Give Service

"Champion O" for 1914 Overlands, \$1.00, all dealers.
"Champion Long" for 1910-11-12 and '13 Overlands, \$1.00, all dealers.
"Champion X" for Fords, 75c.
75% of American cars, including Ford, Overland, Studebaker, Maxwell, and Metz, are factory-equipped with Champions. Like Rotarians, Champions are the "best on earth."

**The Champion
Spark Plug Company
Toledo, Ohio.**

Are Your Form Letters Pulling

Let Stalker Look Them Over,
and Add a Little Selling Punch

The Stalker Adv. Co., Toledo, O.



5c
at all
Fountains

Pure
Sparkling
Healthful

Served From This Dis- penser at all First- Class Fountains

When you see the Dispenser
you're in front of a fine drink

**BEST FOR YOUR STOMACH
BEST FOR YOUR NERVES
BEST FOR YOUR CHILDREN**

*If your fountain man hasn't it, express surprise
Here's a simple receipt for a mighty fine fruit
punch!*

One gallon Cherryallen syrup, one gallon simple syrup, juice of six oranges and a dozen lemons (or more according to taste) and eight gallons water, then ice.

**The Allen
Red Tame Cherry Company
Toledo, Ohio**

C. M. COON, Western Sales Agt., Room C, American
Bank Building, Kansas City

Sing Your Head Off!

ROTARY SONG BOOK

32 pages National, Patriotic,
Sentimental, Ragtime Selections
for Banquets, Stags, Luncheons.

50 - - \$2.00	200 - - \$6.50
100 - - 3.50	300 - - 9.00

Fits the Pocket—Sample on Request.

Purcell: Printer DAVENPORT
IOWA

AT HOME OR INSTITUTE **NEAL** THREE DAY TREATMENT
Overcomes cause and effects of the use of

DRINK OR DRUGS

Call or address J. E. BRUCE, President (a Rotarian), at head NEAL INSTITUTE, No. 811-R East 49th Street, Chicago [Oakland 439].
60 Neal Institutes in Principal Cities

*Advertise in
The Rotarian*

INK SACK
PRESSURE BAR
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The "Works" of our Fountain Pen

See our ad in December issue of The Rotarian or ask Tom Phillips.

A Money Back Proposition.
THE COIT READYFILL PEN CO.
58 W. Randolph St. Chicago

Warehousing, Transferring & Forwarding

WARRANT WAREHOUSE COMPANY,
Birmingham, Ala.

MAGNOLIA COMPRESS AND WAREHOUSE CO.
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Address W. D. Nesbitt, Rotarian,
President, Birmingham or Mobile.

THE CROWN HOTEL

—PROVIDENCE, R. I.—

FAIRNESS The Home of Simplicity, Refine- **GOOD**
COURTESY ment and Comfort for the Traveler **SERVICE**

FRED MANSFIELD, Prop., Rotarian
WM. H. WADE, Manager

Arizona's Most Unique Product

Donofrio's CRYSTALLIZED CACTUS Candy

Made from the wild Cactus Plant of the Arizona Desert

DONOFRIO CONFECTIONERY CO.

ROTARIANS PHOENIX, ARIZONA
Send us One Dollar and a box of this delicious confection will
be sent to you, postage prepaid. Safe arrival guaranteed

(WHAT THE CLUBS ARE DOING)

(Continued from page 140)

The Philadelphia Club realizes that "All work and no play makes Jack a dull boy," and outings are therefore of frequent occurrence.

ROANOKE Annual Meeting Held in Bank Lobby.

The best meeting ever held by the Roanoke Rotary Club was the annual session, the evening of May 6, in the lobby of the National Exchange Bank, one of the largest banks in Virginia. E. B. Spencer, cashier of the bank, and organizer of the Roanoke Rotary Club, with A. H. Dudley his assistant cashier, were the hosts. Buffet luncheon was served from the bank's private dining room. More than 85 per cent of the members were present. New officers were elected and delegates to the San Francisco-Oakland Convention were selected, being C. Edwin Michael, President of the Virginia Bridge & Iron Co., and the Rev. George Otis Mead, rector of Christ Protestant Episcopal church. G. G. Goode, Jr., Secretary-Treasurer of the Stone Printing & Manufacturing Co., is the new President. John Wood, former assistant Secretary, was elected "full" Secretary.

CLEBURNE Rotarians Active in Community Work.

J. H. Hess, President of the Cleburne Rotary Club, writes: "Realizing that the duty of the Rotary Clubs is to advance the interests of the country in general and their own communities in particular, we are pleased to advise that the different projects we have taken up for the betterment of this vicinity have given us one of the best standings in this community. We are helping the Civic League and Bible Study Club as well as any other good, substantial club that has for its object the betterment of the public in general. This activity not only brings the members of the Rotary Club into closer contact with other citizens but does each of them so much good that all are better Rotarians and of greater value to the cause of Rotary."

SAN JOSE Invites All Visiting Rotarians.


May 12th, the Golden Wheel returned to us, and like the reception to the prodigal we killed the fatted calf. There was much rejoicing for San Jose, the California baby club, was one of the first to take up the proposition of this great advertisement for our state and for Rotary, and we feel a paternal interest in the wheel. It was a great night, and today ten new classifications are being filled.

We are anxiously awaiting convention time. Our proximity to San Francisco will assure a very large representation. But we particularly wish to entertain all visiting members. Won't you accept our invitation?

Be on Time.

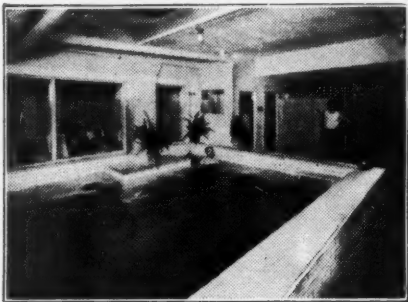
Every session of the Convention at San Francisco and Oakland will begin promptly on time at the hour fixed in the printed program. To avoid missing something good and also to avoid annoying others every delegate and visitor should remember this fact and be prompt in his attendance.

Janssen wants to see you



Rotarian Headquarters at the
Famous
Hofbräuhaus
Broadway and Thirtieth St.
New York
Greatest Restaurant in America

THE KERCHER BATHS



Produce
HEALTH and HAPPINESS
S. E. CORNER CONGRESS and WABASH
Just ask for GEORGE and say "Rotary"—
that's all.
Best Baths in Chicago Established 40 Years
(Geo. Kercher, Member of Chicago Rotary Club)

ROTARY BANKS EVERYWHERE

Depository for
I. A. of R. C.



You are invited to
send us your terms for
collecting items in
your vicinity.

Write for our terms
for good "Rotary
Brand" of service.

R. F. CHAPIN, Secy.
Member Chicago Rotary Club

CAMP ALGONQUIN

Asquam Lake, N. H.

A Rotarian Camp for Rotarian
boys, on Rotarian principles—service.

Send for circular.

Address—EDWIN DeMERITTE,

815 Boylston St., BOSTON, MASS.



ATTENTION, SECRETARIES!

You can now get Call's identification button in club colors. Send your order to

I. S. CALL, 207 E. Charlton St.,
Savannah, Ga.



Traveler's Electric Stove

CONVENIENT

{ quickly heats water, tea,
bouillon, etc., makes toast
boils eggs, cooks cereals.

COMPACT

{ stove and cord pack into
cup. Takes up less room
than a collar bag.

ECONOMICAL

{ costs about 1½ cents per
hour.

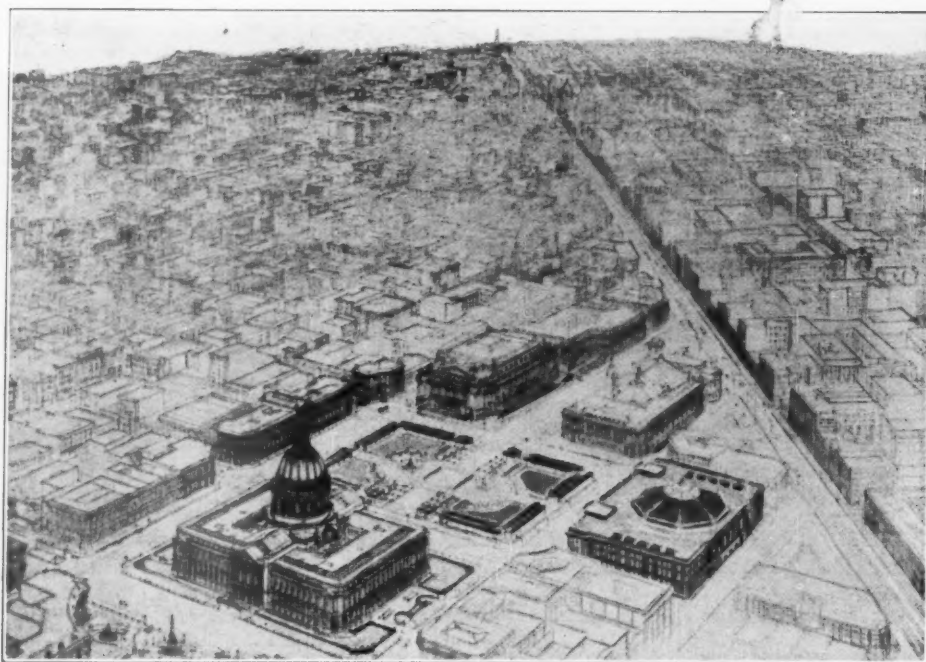
"The Dainty Way to Keep House"

is a booklet full of suggestions for
your comfort. Sent FREE on request.

SIMPLEX ELECTRIC HEATING CO.

Manufacturers of Everything for
Electric Cooking and Heating

85 Sidney St., Cambridge, Mass. Members Boston Rotary Club



(Continued from page 131)

Rotarians, Behold San Francisco's Civic Centre

The Exposition Memorial Auditorium where the Rotary Convention sessions will be held is the building at the right with the polygonal roof. It cost more than a million dollars. It is one of a number of public buildings grouped about a spacious plaza adorned with statuary and all the beauties of California's semi-tropic flora.

The long, wide street to the right is Market Street and the tower at the foot of it is the famous Ferry Building.

Short Trips Out of San Francisco

The hills of San Francisco afford views that lure the homeseeker. Of its location, Hon. James Bryce, Ambassador from Great Britain, and author of "The American Commonwealth," says: "Few cities in the world can vie with San Francisco either in the beauty or in the natural advantages of her situation."

Mt. Tamalpais and Muir Woods:

Start from Ferry Depot via boat.

Triangle Trip via Northwestern Pacific R. R.:

Via boat from Ferry Depot.

Ocean Shore Scenic Trip:

Depot 12th and Mission Streets.

Key Trolley Trip via Key Route:

Via boat from Ferry Depot.

Mare Island (U. S. Navy Yard) and Napa Valley Electric Route:

Monticello Steamship Co., from Clay Street Wharf.

Down the Peninsula:

Via S. P. Train, Third and Townsend Streets, or by United Railroads' Electric Line.

Triple-S-Trip, San Francisco, Sacramento, Stockton:

California Transportation Co., from Jackson Street Pier.

Netherland Route, Sacramento River:

From Pacific Street Wharf.

Mt. Hamilton Observatory:

From San Jose.

Before You Leave California See

Lake Tahoe	The Yosemite Valley	The Geysers	Catalina Island
Mariposa Big Trees	Mt. Shasta	Desolation Valley	Southern California
Lake County's Alpine Scenery	Mission San Juan Bautista	American River Canyon	
Santa Cruz, Monterey Bay and Redwood Big Tree Grove			

San Francisco Hotels

Any price room that is desired may be obtained or any class of accommodations can be secured in San Francisco. Rates are very reasonable, in fact the average hotel rate throughout San Francisco today, after counting in all the increases, is still 25 per cent below the average rate at which equal accommodations can be had in New York, Chicago, St. Louis, Cleveland or Washington.—(San Francisco Chamber of Commerce.)

The Rotary Club of San Francisco

★ NOV 20 1924

THE ROTARIAN

Volume VI

JANUARY 1915

Number 1


PRICE
15
CENTS



TOLEDO

FOR TRANSPORTATION





Rotarian F. W. C.
Diebel and his
famous and tasty
pet—Cherryallen

The Toledo crowd
going to Houston
drank 600 bottles
of Cherryallen

Delicious
Sparkling
Healthful

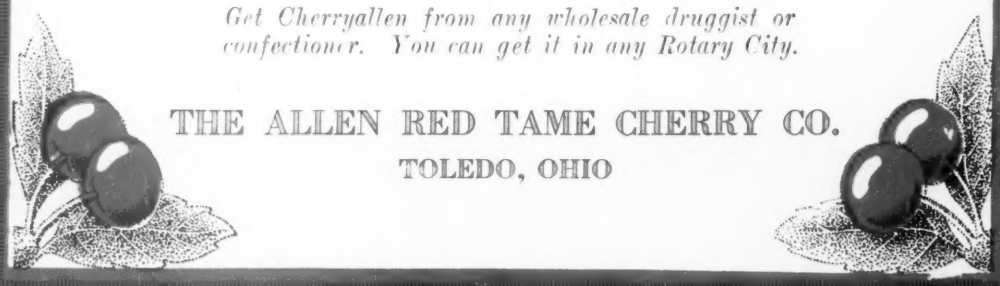


5c
at all
Fountains

A Tip to Entertainment Committees

Allen's Red Tame Cherry—"Cherryallen" makes the finest kind of punch for social gatherings. Here's a simple, but delicious recipe. One gallon of "Cherryallen" syrup, one gallon sugar syrup, eight gallons of water, and juice of a dozen or more lemons, according to taste, then ice. The crowd will stay close to the punch bowl.

Get Cherryallen from any wholesale druggist or confectioner. You can get it in any Rotary City.



THE ALLEN RED TAME CHERRY CO.
TOLEDO, OHIO

A Cherished Hope

MAY the New Year be as a strand of precious gems—three hundred and sixty-five days—each a priceless jewel linked together into one grand and glorious chain.

MAY each day be a gem of purity—whose pearly whiteness may be as a symbol of our business dealings, one with the other.

MAY we treat each day as an opportunity. An opportunity for improvement; an opportunity for doing good; an opportunity for bestowing some service; some kindness upon humanity.

MAY each day be a day of unselfishness; may we consider the rights of others and do unto them as we would that they should do unto us.

MAY we realize that each day comes to us pure and spotless—and may it pass through our hands unstained by any dishonest or unbecoming act.

AND when we write the New Year's greeting one year from now—may it be done with the consciousness that the year then closing has measured up to that high standard for which we now so fondly hope.

—J. B. Westover.



The Climax of Six Cylinder Efficiency

THIS announces the widely discussed and keenly anticipated Overland Six—the Six that we predicted would upset all previous and present six cylinder value standards

Specifications of Model 82

Seven passenger touring car	Full floating rear axle
125-inch wheel base	35 inch x 4½ inch tires: smooth tread in front; non-skid in rear
Electrically started	Left hand drive
Electrically lighted	Center control
Color—Royal blue, ivory white striping	45 horsepower motor
Hand buffed leather, long grain bright French finish	High tension magneto
One man top	Demountable rims
Pockets in all doors	One extra rim
Rain vision, ventilating type windshield, built in	High grade magnetic speedometer
Extra long understung rear springs	Electric horn
	Electric control buttons on steering column

Catalogue on request. Please address Dept. 187



Overland Model 80 Coupe. \$1600	Overland Model 81 T.. \$850
Overland Model 80 T.... \$1075	Overland Model 81 R.. \$795
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MAY 1924

THE ROTARIAN

VOL. VI, No 3.

MARCH 1915.

PRICE 15 CENTS



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Why did a City grow here? Why is it the largest City, the busiest City and the leading City of the Southeastern States? Why did the Government select Atlanta as the site for a Regional Bank? What made Atlanta the railroad center, the telegraph and telephone center, the military center, the commercial center, the financial center, the insurance center, the publication center, the educational center, the automobile center and the convention city of the Southeast? Why does it furnish more mail matter than any other city in the South?

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Atlanta's best asset is the men and women who make it.
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The East and West meet in Atlanta. Their people and products mingle here in a continual stream and flow through the Southeast. This makes Atlanta a metropolis.

Atlanta a Rotary City:

In form it was laid out a perfect circle. Its streets radiate like the spokes of a wheel. Its people work together like Rotarians. What more need be said?

Atlanta offers unusual opportunities in manufacturing and trade. For details address

Atlanta Chamber of Commerce

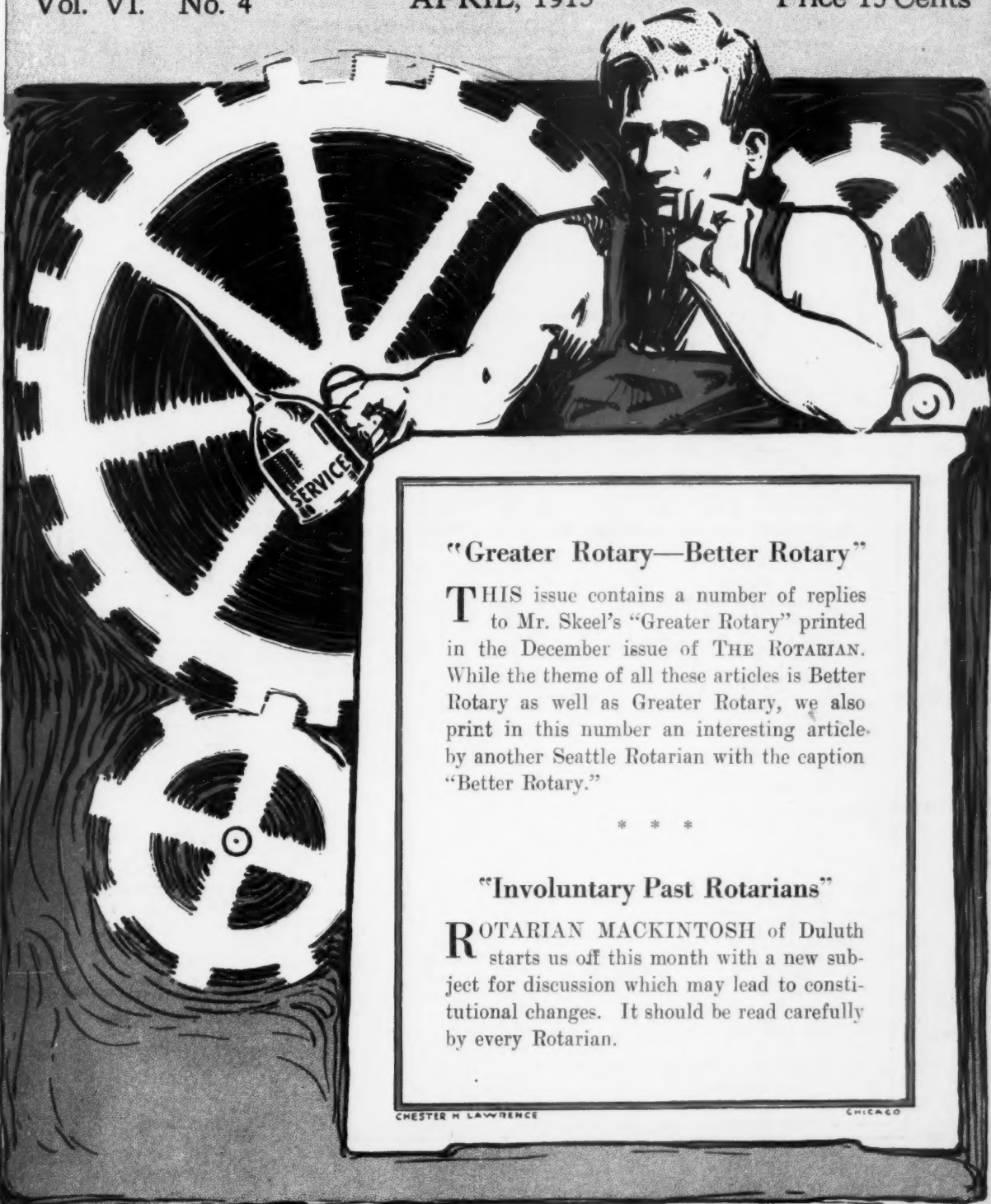
MAY 20 1925

THE ROTARIAN

Vol. VI. No. 4

APRIL, 1915

Price 15 Cents



"Greater Rotary—Better Rotary"

THIS issue contains a number of replies to Mr. Skeel's "Greater Rotary" printed in the December issue of THE ROTARIAN. While the theme of all these articles is Better Rotary as well as Greater Rotary, we also print in this number an interesting article by another Seattle Rotarian with the caption "Better Rotary."

* * *

"Involuntary Past Rotarians"

ROTARIAN MACKINTOSH of Duluth starts us off this month with a new subject for discussion which may lead to constitutional changes. It should be read carefully by every Rotarian.

CHESTER H. LAWRENCE

CHICAGO

THE OFFICIAL CALL FOR THE SIXTH ANNUAL CONVENTION

OF THE

International Association of Rotary Clubs

San Francisco, Calif., U. S. A., July 19, 20, 21, 22, 23, 1915

The Sixth Annual Convention of this Association will convene at San Francisco, California, U. S. A., on Monday, July 19, 1915, for the purpose of receiving and acting upon reports of its officers and committees, for the election of officers and directors and for the transaction of such other business as may be properly brought before the convention.

Article VI of the constitution of this Association deals with the subject of representation in the convention.

Any resolution to add to or amend the constitution or by-laws of this Association shall be mailed to the secretary of the Association at least sixty (60) days prior to the date of the convention (that is, not later than May 20, 1915).

Every club is urged to send to the convention not only its constitutional delegates, but also a large delegation of visitors. All visiting Rotarians will be very welcome at the convention and will find much to interest and benefit them.

Attest:

CHESLEY R. PERRY, Secretary.

FRANK L. MULHOLLAND,

President.

Election of Delegates Desired at an Early Date

The Executive Committee has requested all clubs to elect their delegates and send certificate of their election to International Headquarters prior to April 30th. Credential forms will be furnished from headquarters to all clubs during the month of April.

The provisions of the constitution and by-laws do not permit of any voting by proxy except in the case (this year) of clubs located in Canada, and Great Britain and Ireland. See Article VI of the constitution.

Payment of Expenses of Convention Delegates

Each club that has in its membership an officer or director of the International Association will have one more vote in the convention provided such officer or director is present. The income of the Association does not permit the payment of the traveling expenses of all the officers and directors of the Association to the convention and, therefore, the attention of the various clubs is invited to the desirability of them sending their International officer as well as their general committeeman and other delegates to the convention.

Who Should Come to the Convention?

The following suggestions may be of interest:

Each club has one delegate who is called a general committeeman. (It has been suggested that the president of each club should

be the general committeeman.)

In addition to the general committeeman the club is entitled to delegates in proportion to its numerical strength. (One for each fifty members or major fraction thereof.) Any officer or member of a club may be elected as a delegate.

In addition to the voting delegates the club may send as many visiting members as it desires and (following past precedents) they will be given seats on the convention floor and permitted to discuss matters before the convention.

There will be several departmental "Round Table" meetings for Presidents, Secretaries, Chairmen of Membership Committees, Chairmen of Constitution and By-Laws Committees, Chairmen of Program and Entertainment Committees, etc., and it is desirable that the respective officers or committee chairmen from each club should be present to participate in these Round Tables. If necessary, some other member of the club, of course, can be assigned to represent such officer or chairman in one or more of the Round Tables.

The benefit a club gets out of the convention is in proportion to the size of the delegation which it sends there. One delegate from a club will find it impossible for him to cover all phases of the convention. Two will do a good deal better. A half dozen still better, and so on.

 **DON'T FAIL to Read the Articles on Pages 51 and 53 of this Magazine**

NO 20, 1924

THE

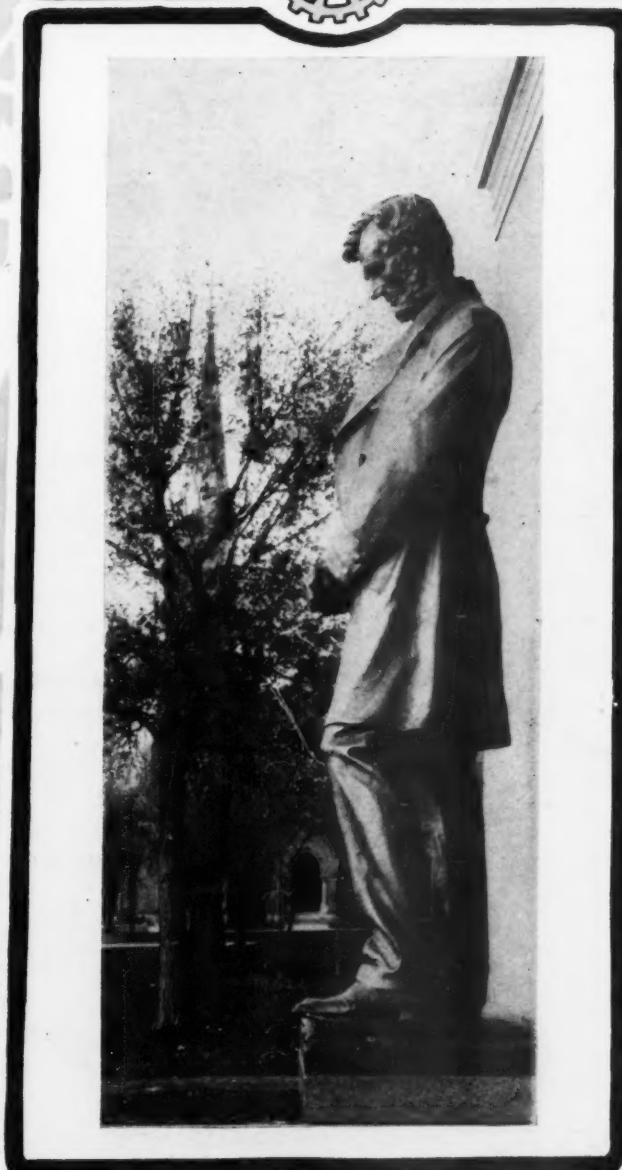
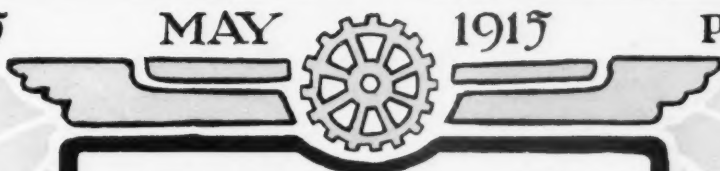
ROTARIAN

VOL. VI, No 5

MAY

1915

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W. S. Whitten, Secretary
LINCOLN COMMERCIAL CLUB

LINCOLN, NEBRASKA

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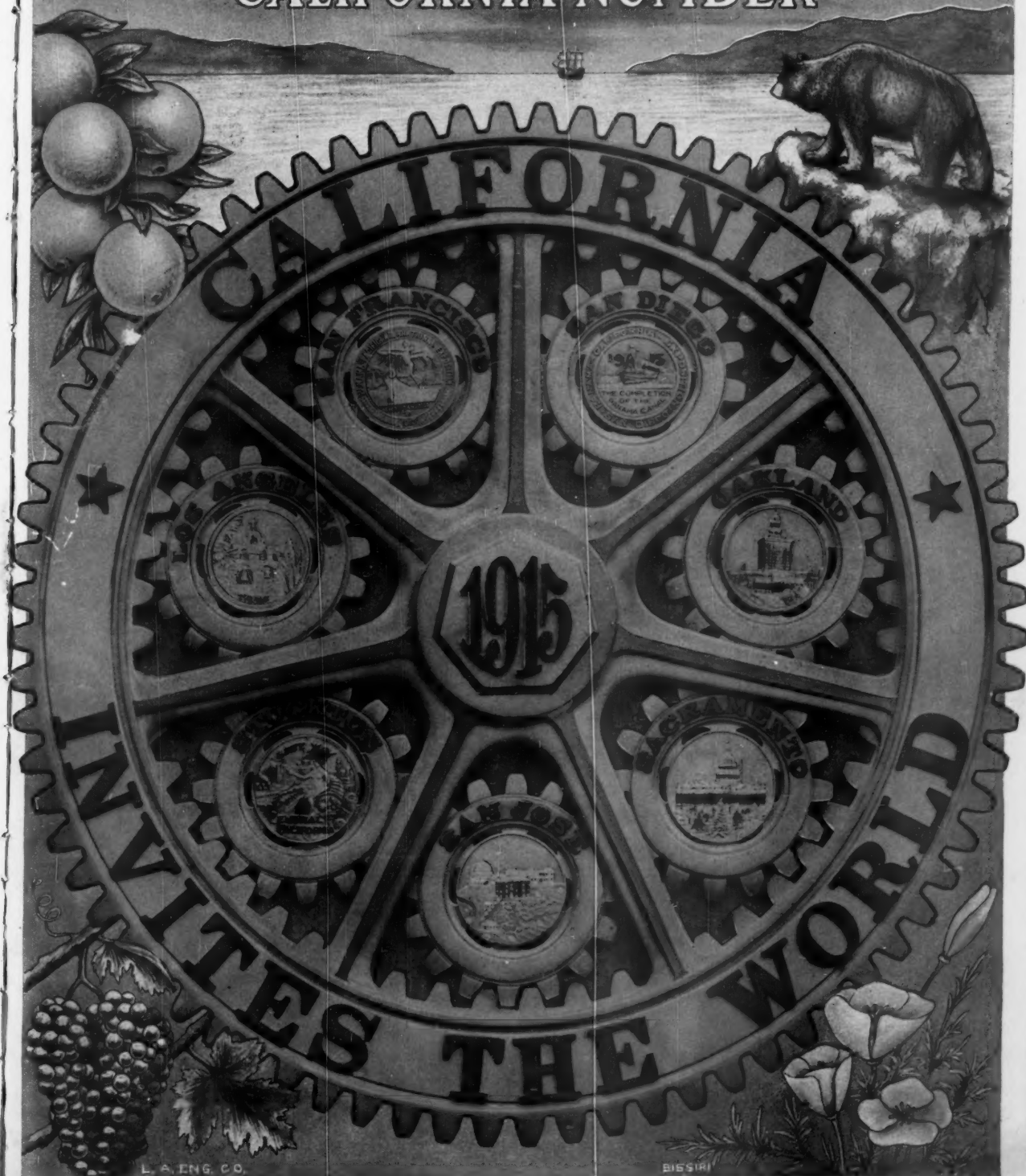
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JUNE 1915

THE ROTARIAN

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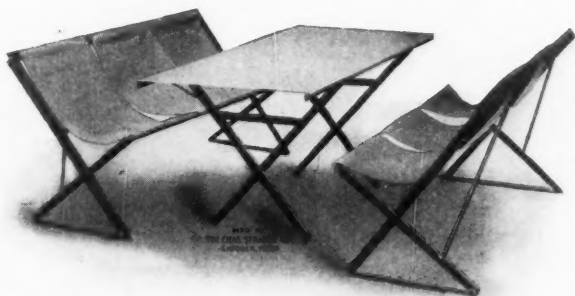
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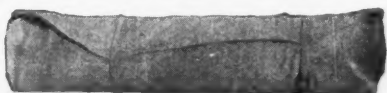
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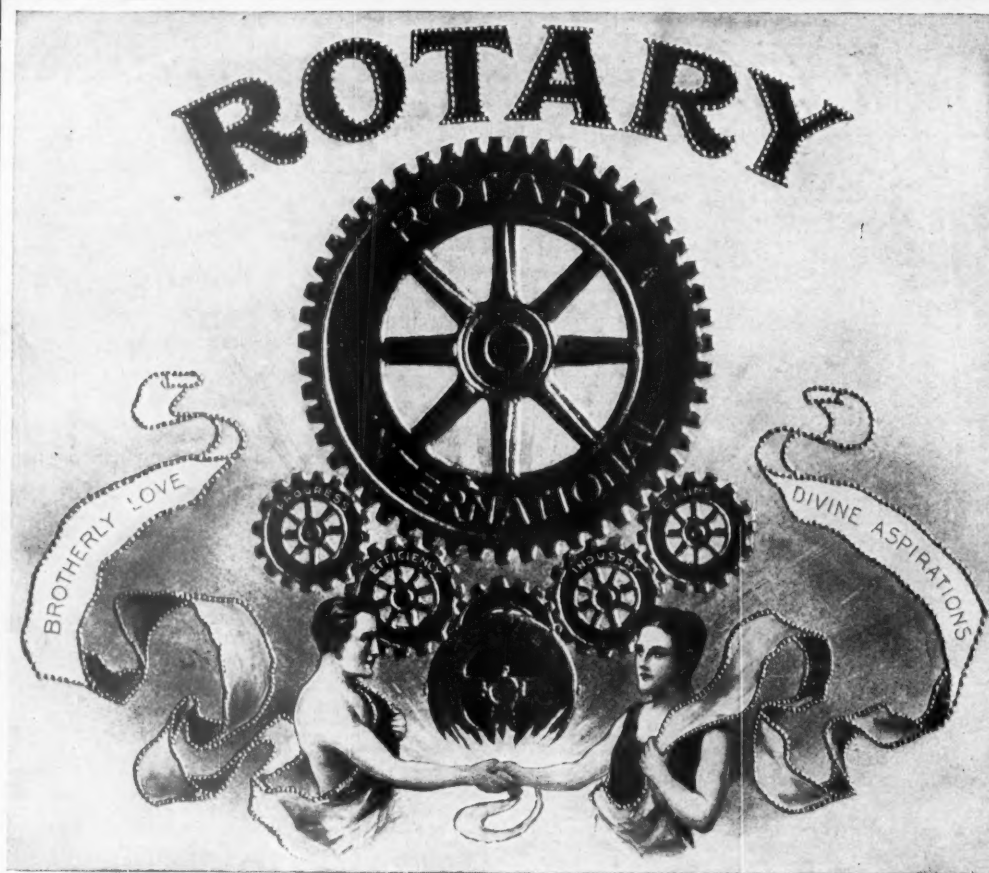


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